DOCUMENT RESUME

ED 213 640 SO 013 915

TITLE	Consumer Education Materials: An Annotated List. Revised Edition.
INSTITUTION	Alberta Consumer and Corporate Affairs, Edmonton. Resource Centre.
PUB DATE	82
NOTE	161p.
EDRS PRICE	MF01/PC07 Plus Postage.
DESCRIPTORS	Advertising; Annotated Bibliographies; Budgets; Business Education; Conservation (Environment); Consumer Economics; *Consumer Education; Consumer Protection; Credit (Finance); Elementary Secondary Education; *Library Collections; Nutrition; Purchasing; Resource Materials; Social Studies

ABSTRACT

This annotated list is intended to help K-12 librarians and teachers identify consumer education materials. All materials listed are in the Alberta Consumer and Corporate Affairs Resource Centre, Edmonton, Alberta, Canada. The materials treat a wide variety of topics including advertising, purchasing, budgets, business education, conservation of natural resources, consumer protection, credit, drugs, decision making, economics, energy conservation, finance, nutrition, house buying, fraud, insurance, product safety, shopping, and values. There are three major sections: materials (which include books, monographs, and other print materials), 16 mm films, and periodicals. Items are listed alphabetically by title within each section. The information provided for each entry includes title, format, author, publisher, date of publication, description of contents, price range, grade level, Library of Congress classification number, Dewey Decimal classification number, and subject headings. To help users find materials on a specific topic, a subject index is provided. A list of publishers, producers, and suppliers with addresses is included. Also provided is a list of sources of free and inexpensive materials. (Author/RM)

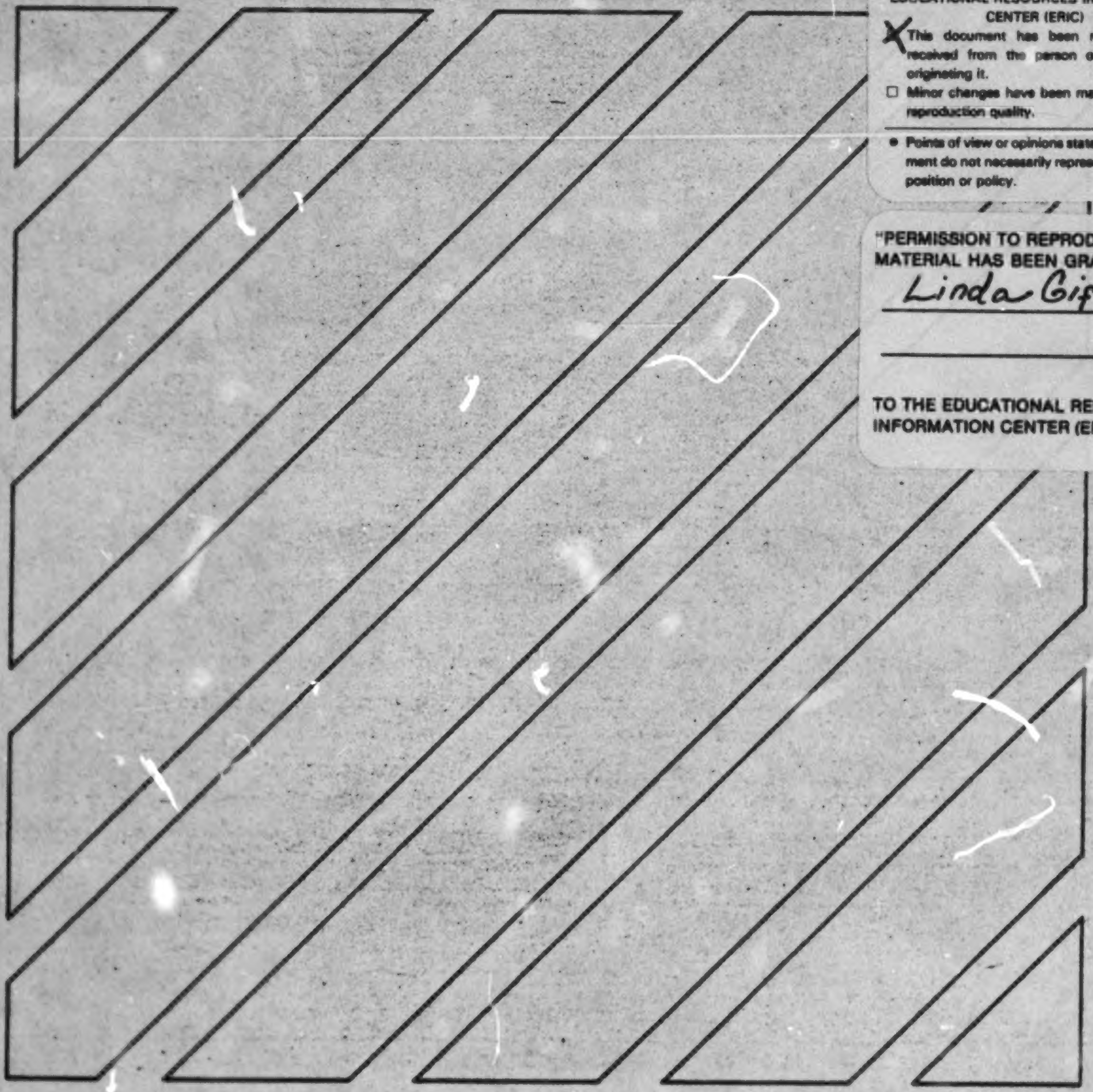
****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED213640

CONSUMER EDUCATION MATERIALS: AN ANNOTATED LIST

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
☒ This document has been reproduced as received from the person or organization originating it.
☐ Minor changes have been made to improve reproduction quality.
● Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
Linda Giffen
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."



SO 013 915

REVISED EDITION 1982

Alberta
EDUCATION

Alberta
CONSUMER AND
CORPORATE AFFAIRS

RESOURCE CENTRE
Alberta Consumer and Corporate Affairs
7th Floor, Capital Square Bldg.
10065 Jasper Avenue
Edmonton, Alberta
T5J 3B1

(AFTER MAY 1, 1982)
RESOURCE CENTRE
Garneau Professional Centre
11044 - 82 Avenue
Edmonton, Alberta
T6G 0T1

TABLE OF CONTENTS

ACKNOWLEDGEMENTS i

INTRODUCTION ii

ORGANIZATION OF MATERIALS iii

ARRANGEMENT OF ANNOTATIONS .... iv-v

PREVIEWING PROCEDURES vi

MAILING LIST REQUEST FORM vi

PURCHASING PROCEDURES vi

MATERIALS 1-101

16mm FILMS 102-109

PERIODICALS 110-111

SOURCES OF FREE AND INEXPENSIVE MATERIALS 112-114

SUBJECT HEADING INDEX 115-135

PUBLISHERS, PRODUCERS AND SUPPLIERS 136-146

ACKNOWLEDGEMENTS

This publication represents the efforts of a number of people and agencies. Deserving of special recognition are the following:

Sherry Chant, for her work in writing annotations as well as organizing and indexing the list.

John Dunfield, Robin Walker and Rean Modien, for the painstaking job of proofreading the manuscript.

Lynda Shulgan, for her efforts in typing the publication.

INTRODUCTION

The scope and object of this work remain the same as was stated in the first edition. It is designed to assist librarians and teachers in identifying consumer education material which may be of interest in various subject areas and grade levels. This publication has been completely revised from the previous edition and updates which are now obsolete and should be discarded.

All materials listed are held by Alberta Consumer and Corporate Affairs Resource Centre as a preview collection for educators considering purchase of consumer education material and can be obtained on loan by contacting the Resource Centre.

THE RESOURCE CENTRE DOES NOT SELL ANY OF THE MATERIALS LISTED IN THE PUBLICATION. The materials in our collection are available on a free loan basis for preview purposes only. It is expected that teachers and librarians will preview the material, evaluate it according to their particular needs and the needs of their students, and on that basis decide whether or not the item should be purchased FROM THE PUBLISHERS.

ORGANIZATION OF MATERIALS

This list of Consumer Education materials represents materials held by the Consumer and Corporate Affairs Resource Centre which are considered relevant to teaching Consumer Education in Alberta schools. The Resource Centre holds much more material suitable for more sophisticated research or special projects. As the collection is continually expanding, supplements to this list will be published yearly. As well, teachers are invited to come and browse through the collection.

1. Materials are listed by the following formats: Materials; 16mm Films; and Periodicals. They are listed alphabetically by title within each section.
2. A list of Sources of Free and Inexpensive Materials is included supplying addresses of agencies in Alberta, Canada, and the United States. All of the agencies listed were contacted by the Resource Centre and returned either samples or lists of the materials they are willing to distribute to schools. The decision to include agencies was based on the quality and relevance of their material for educational and library purposes.
3. A Subject Heading Index is provided to assist users in finding materials on specific topics. A guide to the use of this index is included under the section How to Locate Material.
4. A list of Publishers, Producers and Suppliers with addresses is included following the subject index.

HOW TO LOCATE MATERIAL

I. TITLE AND FORMAT KNOWN - If the title and format are known the user will use the alphabetical listing of materials, films or periodicals to find the item. If format is not known, a quick look at the three sections should determine whether or not the item is listed. Due to the brevity of the film and periodical section, a complete title index has not been included.

II. SUBJECT AREA KNOWN - If the user wishes to find an item on a specific subject she/he will use the Subject Heading Index located at the end of the book. Subject headings and cross-references have been chosen selectively to allow for greatest access to materials with economy of index entries. The following guidelines may aid in the use of the selected subject headings.

   1. Subject headings were chosen from the Library of Congress List of Subject Headings.
   2. The subject heading CONSUMER EDUCATION as defined by Library of Congress could be used for the majority of entries in this list. As this was not practicable CONSUMER EDUCATION is used for only the most general of materials that consider a great many aspects of Consumer Education. As materials still tend to be very general in nature the two main aspects of Consumer Education - finance and buying guidelines - are indexed with the headings FINANCE, PERSONAL and SHOPPING.
   3. CONSUMER EDUCATION - STUDY AND TEACHING - leads only to those materials which discuss the actual study and teaching of Consumer Education - methods, curricula, theory, etc.
   4. Other general topics in Consumer Education are entered under the terms CREDIT; ECONOMICS; CONSUMER PROTECTION; BUDGETS, PERSONAL; and MARKETING.
   5. Subject headings representing areas of education are used to assist subject area teachers - e.g. FAMILY LIFE EDUCATION, HEALTH EDUCATION.
   6. Shopping or buyer's guides for specific products are indexed under the name of the product - FOOD; AUTOMOBILE PURCHASING; etc.
   7. As format and grade level are always given in the entry and index, those format and grade level subject headings allowed for by LC were not used.
   8. The remaining subject headings are as specific as possible, therefore users are encouraged to approach the index with specific terms when desired.
   9. Several "See" references direct the user from a term not used as a subject heading to similar terms which are used.
   10. "See also" references under general subject headings suggest other subject headings which appear in the index for further consultation.

ARRANGEMENT OF ANNOTATIONS

Every effort has been made to present useful bibliographic, order and content information in an easy-to-understand format. Below are two examples of entries containing all possible entry elements. A quick reference guide to the elements follows. As well, a detailed explanation of when various elements have been included or not included is provided.

CIVIL RIGHTS IN CANADA[1] (Book)[2] by P. Michael Boulton.[3] International Self-Counsel.[4] c1976[6] 5th ed.[7] 80p.[8] (Self-Counsel Series)[9] A[10]

Offences punishable under summary conviction as well as ... which exist under the law.[11] sh-s[12]

JL 187.B63[13] 347[14]
1. Civil Rights - Canada[15]

ALICE IN CONSUMERLAND[1] (Kit)[2] by Phyllis Dolgin.[3] January Productions[4] (House of Learning).[5] c1974.[6] 5 fs., 5 cass., tg.[8] over $75.00[10]

This kit introduces children to problems they may encounter as... provides scripts and suggests appropriate follow-up activities.[11] pr[12]

TX. 167.AL4[13] 640.73[14]
1. Shopping[15]

Guides to Annotation Elements:

I.
1. Title
2. Format
3. Author
4. Publisher
5. (Supplier)
6. Date of Publication
7. Edition Statement
8. Contents
9. (Series Statement)
10. Price Code
11. Annotation
12. Grade Level
13. Library of Congress Classification No.
14. Dewey Decimal Classification No.
15. Subject Headings

II.
1. Title - Always stated.
2. Format - Always stated.
3. Author - Stated when a person, and when it differs from the publisher or producer.
4. Publisher - Usually stated. If only the publisher appears, material should be ordered directly from that source.
5. Supplier - Stated when applicable. Always appears in round brackets. This company or agency supplies the item for the publisher listed. In the case of 16mm films, often only the supplier is listed. The list of Publishers, Distributors and Suppliers provides addresses for purchasing purposes.
6. Date of publication - Stated whenever available.
7. Edition statement - Stated when applicable.
8. Contents - Always stated. Will contain either pagination or multi-media contents description. No attempt was made to standardize these descriptions. Generally the terms used in the item itself were used.
9. Series statement - Stated when applicable.
10. Price - Usually stated. The majority of prices have been recently checked in Books in Print, or by letter to publisher, agency or supplier.
11. Annotation - Always included.
12. Grade level - Always stated.
13. Library of Congress Classification No. - Usually stated, except in the instances of on-order material. The periodicals do not have LC numbers, and 16mm films are ordered for viewing by CAF number.
14. Dewey Decimal Classification No. - Not included for periodicals or 16mm films.
15. Subject headings - Always stated.

III. Keys to Use

1. Grade Level Code:

pr	primary
ue	upper elementary
jh	junior high
sh	senior high
tg	teacher's guide

Examples:

pr-ue - Material suitable for primary and upper elementary students.

jh-a - Material suitable for junior high, senior high and adult groups.

tg-sh - Teacher's guide relevent to teaching senior high.

2. Price Code

The price code element of each entry is an indication of the price range of an item and is based upon costs at the time of original purchase by the Resource Centre. Because of the rapid changes in publisher's costs, the variability of discounts to organizations, and the fluctuation of the dollar, a listing of actual prices would be inaccurate within a few months of the publication date of the bibliography. Prices, therefore, are an approximation only and should be used as a guideline to actual costs.

A - 0 - $5.00

B - $6.00 - $12.00

C - $13.00 - $20.00

D - $21.00 - $30.00

E - $31.00 - $50.00

Materials over $50.00 have been rounded up in sums of $25.00, starting with $75.00.

3. Abbreviation Guide:

cass. - cassette
ed. - edition
fs. - filmstrip
n.a. - not available at time of printing
n.d. - no date
p. - page
tg. - teacher's guide
🍁 - indicates Canadian material

IV. Previewing Procedures

1. Resource Centre Materials

All materials listed in this bibliography (with the exception of films) are available for preview by educators from the Resource Centre for a three week period including mailing time. Orders may be placed by phone or mail, and should included the full title, author and LC call number if available. Videocassettes are available in ½" and 3/4" tapes. Please specify when ordering. Return mailing label provided.

2. 16mm Films

16mm films may be booked through the Resource Centre up to three months prior to showing date with a minimum of 2 weeks notice. All bookings are subject to confirmation. Out-of-town films will be sent directly from the Provincial Film Library to the school and schools will return films to the Provincial Film Library. Return mailing label provided. In-town bookings must be picked up at the Resource Centre prior to showing. In-town borrowers may return films to the Resource Centre or the Provincial Film Library. All files should be ordered by title and CAF number. Order from Resource Centre, Consumer and Corporate Affairs.

Office Hours: 8:15 a.m. - 4:30 p.m. Monday - Friday (403) 427 - 5215

MAILING LIST REQUEST FORM

If you wish to be put on the mailing list to receive supplements to the list, fill in the information below and mail it to the above address.

NAME OF INSTITUTION: (if applicable)

NAME:
SURNAME FIRST

ADDRESS:
STREET

CITY POSTAL CODE

OCCUPATION:

Please describe briefly how you are using the list.

V. Purchasing Procedures

Materials must be purchased directly from the publisher, producer or supplier listed in the entry for each particular item. A Publisher, Producer, Supplier List can be found at the back of the List to facilitate the acquisition of materials from the appropriate source.

MATERIALS

ACQUISITION OF THE CONSUMER ROLE BY ADOLESCENTS (Book) by George P. Moschis. Georgia State University, c1978. 139p. (Research monograph - College of Business Administration, Georgia State University; No. 82.) B

Written originally as a doctoral dissertation, this research monograph should prove valuable in developing a rationale for consumer education programs for secondary schools. The author develops the thesis that consumer skills are acquired gradually throughout childhood, but sees the adolescent years as a peak period of formulation of concepts regarding decision-making. Results of this study show that schools are the least important agents of consumer socialization, while mass media and peers are the most important sources of adolescents' consumer information. Implications for consumer educators are summarized, and might well be applied to future program planning. a

HC 107 W63 C615 381.3
1. Youth as Consumers 2. Consumer Education

THE ACT GUIDE TO CHILDREN'S TELEVISION (Book) by Evelyn Kaye. Beacon Press, c1979. Revised. 226p. B

The American ACT organization (Action for Children's Television) has published this guide for adults who are concerned about television's impact on children. Comments by various professionals are provided and children's television programming in other countries is considered briefly. Chapters are devoted to the issues of TV and violence, advertising, and the classroom. A children's workbook offers charts for teaching children to use television wisely. Suggestions and monitoring forms are supplied to help adults be critical about children's viewing selections. a

HQ 784 T4 A3 301.161
1. Television

ACTION PLANS FOR MONEY MANAGEMENT EDUCATION (Book) by Patricia R. Liptrap and Amy E. G. Cousineau. University of Guelph College of Family and Consumer Studies, (Ontario Association of Credit Counselling Services) c1978. 70p. A

This is a Canadian adaptation of ideas found in The Doing Book. Strategies for teaching valuing, decision-making, budgeting, buying on credit, contracts, and smart shopping are developed for adults, but can easily be adapted for high school classes. The action plans actively involve the learner and are well outlined as to objectives, materials, activity and resources. Teaching techniques include role-playing, discussion, case studies, lecture, games and films.

HF 5566.L66 332.024 🍁
I. Finances, Personal

ADBOX: ADVERTISING AS LITERATURE, EDUCATION, AND PERSUASION (Kit) The Learning Seed Company, c1978. 3 fs, 4 cass, spirit master, tg. Approx. $75.00

This kit helps teach a critical attitude toward attempts to manipulate feelings and behavior through advertising. Three cassette tapes entitled "Advertising as Education", and "Advertising as Sales Pitch" accompany the filmstrips. A teacher handbook provides a copy of the narration and a guide to using the filmstrips, as well as suggestions for using the fourth cassette, which presents fifteen advertising claims and is accompanied by a student worksheet. The handbook also lists some other films and books related to teaching about advertising. Although the advertisements depicted are American, this kit would be a useful tool in language arts, psychology, or consumer education courses. sh-a

HF 5826 A2 664.06
1. Advertising

ADDITIVE ALERT: A GUIDE TO FOOD ADDITIVES FOR THE CANADIAN CONSUMER (Book) by Linda R. Pim. Doubleday, c1979. 117p. A

Statistics Canada estimates that the food additives used in Canada each year supply each Canadian with an annual portion of five pounds per person. This well-written book describes the types of additives, names additives that are suspected of being unsafe and explains Canadian food additive laws. Positive suggestions for consumer action are given, and names and addresses are included for direction of complaints. A source list for information on food additives is given, in addition to suggestions for further reading that are scattered throughout the text. sh-a

TX 533 A3 P55 664.06 🍁
1. Food Additives

THE ADVERTISEMENT BOOK (Book) by Stanley Skinner. Doubleday, c1975. 153p. A, pap; A, manual

Presents a brief discussion of the basic advertising appeals and the methods advertisers use to sell their products. Pictorial examples are shown for each idea covered and are followed by a number of questions dealing with that specific concept in advertising. Some of the questions should lead to interesting discussions of advertising. jh-a

HF 5814.S55 659.1 🍁
1. Advertising

ADVERTISING (Book) by John S. Wright. McGraw-Hill, c1977. 4th ed. 769p. C; tg. A

An introductory text on advertising focusing primarily on general principles and broad viewpoints of the advertising market. All three points of view from which advertising is usually discussed are taken into account: the management marketing viewpoint; the communications-creative viewpoint; and the viewpoint of the consumer-citizen who uses, and is affected by, advertising everyday. jh-a

HF 5823.W7 659.1
1. Advertising

ADVERTISING (Booklet) Scholastic-TAB Pubs., c1975. 32p. student booklet (Scope activity kit)

Seven activities explore different aspects of advertising. Interesting examples illustrate advertising techniques used in TV commercials, on posters, and in political campaigns. In conclusion, the arguments for and against advertising are summarized. Reading level is low, photographs and cartoons are plentiful, and content is interesting and informative. jh

HF 5832.AD12 659.1
1. Advertising

ADVERTISING (Kit)

see
Learning Activity Packages

HF 5813.J64
1. Advertising

ADVERTISING (Videorecord)

see
The Complete Consumer Series

TX 335.AL1.C73.V.9
1. Advertising

ADVERTISING - A GREAT DEBATE (Cassette) with Steuart H. Britt and Vance Packard. Ad-Tapes, c1970. 55 minutes. C

Steuart Britt and Vance Packard argue the virtues and vices of advertising. Britt humourously criticizes Packard's Hidden Persuaders, Status Seekers and Waste Makers. The history of the concept of "consumerism" is presented. sh-a

HF 5813.B77 659.1
1. Advertising

ADVERTISING AT WORK...IN THE MODERN MARKETPLACE (Book) by Robert E. Oliver and R. B. Collett. (McGraw-Hill), c1976. 2d ed. 173p. B pap.

A comprehensive text on advertising, design of advertising, advertising through different media, sales promotion, advertising effectiveness and more. Black and white reproductions of actual ads and packages support interesting textbook information. Vocabulary, review questions, and suggested activities conclude each chapter. sh

HF 5828.OL1 659.1
1. Advertising

ADVERTISING HELPS GOOD THINGS HAPPEN: A TEACHER'S GUIDE TO A RESOURCE UNIT IN CONSUMER EDUCATION (Kit) Consumer Education Curriculum Committee, Peace River School Division No. 10. Alberta Education (School Book Branch), c1977. Student activity sheets, tg. A

A unit developed upon various themes related to advertising - economics, media, techniques, history, consumer rights and responsibilities and others. The teacher's guide offers objectives, and discussion and activity suggestions for use with involving, thought-provoking student activity sheets. Some material is designed to appeal to elementary students, while some of the supplementary material is more suitable for junior high. Canadian and Albertan references, addresses and laws throughout. tg-ue-jh

HF 5832.C16.Adl 659.1 🍁
1. Advertising

ADVERTISING IN CANADA: ITS THEORY AND PRACTICE (Book) edited by Peter T. Zarry. McGraw-Hill, c1981. 450p. E

Eleven experts in different advertising fields in Canada have contributed to this first Canadian textbook on advertising. Chapters cover various aspects of advertising: strategy, creativity, production, industrial, research, and the law. The (French-Canadian) Quebec market and advertising is considered in one chapter. Fourteen selected statutes, regulations, and codes have been reproduced in the Appendix. jh-a

HF 5813 C2 A49 659.1 🍁
1. Advertising

ADVERTISING UNIT - CONSUMER EDUCATION FOR EARLY CHILDHOOD (Book) by Leona Lacroix. Child Focus, c1975. 14p. A

Introduces children to advertising through different types of media; specifically magazines and television. The unit uses inexpensive and readily available materials. It also includes discussion questions, suggested activities for studying advertising, an advertising evaluation checklist, a pre and post test, and a song about commercials. tg-pr

HF 5814.L11 659.13
1. Advertising

AGENCY: A SIMULATION OF COMPETING ADVERTISING AGENCIES UTILIZING VARIOUS COMMUNICATION SKILLS (Kit) by John Wesley. 1977, student guides, tg.

The overall objective of the activities is to give students insight into the psychology and production of advertising in America. Students are expected to work as a small group as an advertising agency to develop campaign strategies for one of several supplied products. These ad packages are then presented for peer group evaluation utilizing the provided judges' rating form. The suggested time period is three weeks and daily lesson plans have been provided.

HF 5821 W51 659.1
1. Advertising

ALICE IN CONSUMERLAND (Kit) by Phyllis Dolgin. January Productions (House of Learning), c1974. 5 fs, 5 cass, tg. Approx. $100

This kit introduces children to problems they may encounter as consumers, budgeting, and defective merchandise. Appealing cartoon characters of "consumed" products tell their stories to Alice as she learns to analyze and think critically when shopping. A teacher's guide provides scripts and suggests appropriate follow-up activities. pr

TX 167.AL4 640.73
1. Shopping

ALL ABOUT LAW: EXPLORING THE CANADIAN LEGAL SYSTEM (Book) by Dwight L. Gibson and Terry G. Murphy. Wiley, c1977. 360p. B

Illustrations and striking format reinforce coverage of the following topics - criminal law, civil law, contract law, consumer law, property law, labour law and family law. Background information, newspaper articles, forms and charts, and real-life cases for students to discuss and decide upon make up the content of the text. sh

KE 387.G35 340.0971 🍁
1. Law-Canada

ALL THAT GLITTERS MAKES YOUR HEAD SPIN (Audio-record)

see
The Net is Consumerism: You are the Catch

HC 79.C63.N38
1. Merchandising 🍁

ALTERNATIVE HOME HEATING (Book) by Dan Browne. Holt, Rinehart and Winston, c1980. 179p. B pap.

This home energy book is a handbook for home-owners on alternative heating systems. Detailed discussions tell how to get the most cost-efficient heat from solar facilities, fireplaces and stoves, and heat pumps. The text is well illustrated with diagrams and photographs. a

TH 7226 B75 697
1. Energy Conservation

THE ALTERNATIVE HOUSE: A COMPLETE GUIDE TO BUILDING AND BUYING (Book) by Rita Tatum. Reed Books, c1978. 160p. B

The crisis in housing costs has led to new alternatives in the housing market. This book documents some of these, including underground housing, condominiums, and factory-built housing. Remodelling existing structures, improving insulation, utilizing solar energy, and consulting with architects and contractors are also discussed. The book is illustrated with large photographs and floor plans, while appendices list American suppliers and manufacturers. sh-a

HD 7287 T28 643.2
1. Housing 2. House Buying
3. House Construction

APARTMENT HUNTING (Kit) Kahl's Inc. and Library Sound Services Ltd., c1977. 5 [illegible] 3 cass., tg. E

Students who are leaving school, getting a job, and moving into an apartment for the first time are the intended audience for this presentation. They are taken step-by-step through the process of how to look for an apartment, the paperwork involved and the responsibilities of independent living. Terms such as security deposit, lease, and character reference are carefully explained. Each filmstrip begins with a brief review of the preceding material. The kit can be utilized for class or individual use. jh-sh

HD 7287.6 A2 640
1. Youth as Consumers
2. Housing

THE ASSERTIVE CONSUMER: CREDIT AND WARRANTIES (Booklets) by Barbara Clark and Wanda Veraska. National Consumers League, c1978. 3 booklets. B

3 booklets - student's manual, instructor's guide, and administrative model - give information, instructions and model letters for organizing and conducting a three-day course for adults on becoming assertive consumers. The consumer topic is credit and warranties covering credit worthiness, interest rates, charge accounts, credit cards, loans, denial of credit, billing errors and consumer education. a

HG 3755.C51 332.743
1. Credit 2. Warranty
3. Consumer Education - Study and Teaching

ASSESSMENTS OF CONSUMER NEEDS: AN ANNOTATED BIBLIOGRAPHY OF RECENT RESEARCH (Book) Alberta Consumer and Corporate Affairs, Planning and Analysis, c1979. 71p. A

In order that consumer educators best match programs with individual needs, they must determine what consumers need to know and how to best reach consumers with relevant information. The annotations in this bibliography represent studies in this field conducted in North America within the last five years. It concludes that needs assessment is one of the most neglected topics in the field of consumer behavior research, and that consumers in general are not aware of sources of information, aid, and redress. sh-a

HF 5353 AL14 658.834
1. Consumers 🍁

ATTITUDES OF CANADIANS TOWARD ADVERTISING ON TELEVISION (Book) Canadian Radio-television and Telecommunications Commission. (Supply and Services Canada) c1978. 55p. A

A brief summary of the findings of a national study on attitudes toward television advertising. What Canadians think of advertising in general, television itself, and television advertising in particular is revealed by reporting responses to an attitudinal questionnaire. Text lay-out is clear, headings identify specific topics, and tables are easily read. sh-a

HE 8696.At8 659.143
1. Advertising 🍁

AUTO REPAIR FRAUDS: HOW TO PREVENT YOUR CAR FROM DRIVING YOU TO THE POORHOUSE (Book) by Monty Norris. Arco (Prentice-Hall), c1976. 191p. B

A U.S. guide to getting your money's worth at the garage. Discusses the auto-repair industry, mechanic qualifications, common frauds, and guarantees, as well as basic car anatomy and maintenance, and consumer protection procedures. A conversational tone is used to present practical information to car owners. sh-a

HV 6691.N79 629.2222
1. Automobiles - Maintenance and Repair
2. Fraud

THE AUTO REPAIR PRIMER (Book) by Guy Alland and Patricia Drake Hemingway. Little, Brown, c1978. 196p. B

A chatty manual on do-it-yourself auto repair. First explains, aided by diagrams, the systems which make up the automobile, then discusses maintenance. Several how-to recipes for such tasks as changing engine oil and checking brake fluid are given. A trouble shooting chart lists condition, possible causes, how-to-check, and remedy. Indexed. sh-a

TL 152.A274 629.288
1. Automobiles

AVOIDING CONSUMER FRAUDS AND MISREPRESENTATIONS (Book) by E. Thomas Garman and Sarah D. Moore. Virginia Polytechnic Institute and State University, c1977. 79p. (Consumer Education and Financial Management Project) A

Designed for adult education situations, this learning module presents learning objectives and background information for three topics: Identifying Consumer Frauds and Misrepresentation, Avoiding Fraudulent Schemes and Practices, and Seeking Redress. Teaching strategies for both overview and indepth sessions are outlined. High school teachers could use the extensive background information to develop units on similar topics. tg-a

HV 6691.G16 364.163
1. Fraud 2. Consumer Protection

BANKING AND BANKING SERVICES (Kit) Changing Times (Marvin Melnyk), c1974. 2 fs., 2 cass., worksheets, tg. Approx. $75

Helps students become aware of the many beneficial financial services available, the sources of these services, and how to make comparisons and eventual decisions on buying them. Each filmstrip situation is based on one or more aspects of banking or financial services. Students are motivated to inquire and discuss by being asked to resolve a value dilemma at the end of each situation. jh

HG 1581.B22 332.17
1. Banks and Banking

BANKING, BUDGETING, AND EMPLOYMENT (Book) by Art Lennox. Frank E. Richards, c1977. 75p. A

This is a workbook collection of supplemental exercises on Banking and Budgeting, and Employment. Vocabulary is listed and tested, then sample forms and records are presented. Examples of completed forms are shown, and students are then required to complete blank forms. U.S. income tax return and social security forms render the Employment section unsuitable for Canadian use. Low vocabulary and simplified forms and records are used throughout. jh-sh

HG 179.L54 332.024
1. Banks and Banking 2. Budgets, Personal

BASIC BUYING SKILLS (Book) by Barbara Nesbitt. Milliken (Educator Supplies), c1977. 24 spirit masters. A

A series of simple mathematical exercises dealing with purchasing situations. Practice in calculating percents, working with fractions, pricing items, filling in order forms and figuring credit payments is provided. Language and format are ordinary, worksheet style. jh

HF 5437.N36 513
1. Shopping 2. Mathematics

BE A SMART SHOPPER (Book) by Kathlyn Gay. Messner (Musson), c1974. 62p. B

This book explains advertising psychology, comparative shopping and consumer protection in terms and situations appropriate for upper elementary students. Photographs realistically portray young consumers in many situations. American orientation, evident in the portrayal of American coins, products and agencies, limits the use of the book slightly. ue

TX 167.G25 640.73
1. Shopping

BEATING THE USED CAR HUSTLE (Book) by Robert Levering. Chronicle Books, c1980. 153p. B

The author gives a personal account of his experiences with used car dealers. There are also chapters on alternatives to car ownership, financial arrangements, and other places to buy used cars. A checklist shows what factors to consider when evaluating cars. Caring for your car, common repair rip-offs, and tips on reselling are included in the last two chapters. jh-a

HD 9710.U52.L48 629.22
1. Used Cars
2. Automobile Purchasing

BEFORE YOU GO UNDER: AN INSTRUCTIONAL PACKAGE ON MONEY MANAGEMENT (Kit) by Alberta Consumer and Corporate Affairs, Consumer Education Branch. Alberta Consumer and Corporate Affairs, c1979. 1 video cass., 1 16mm film, 18 transparencies, 1 tg., duplicating masters for 5 case studies and 4 handout sheets, 1 sample "Before You Go Under" booklet.

This instructional package on money management was developed as part of a campaign by Alberta Consumer and Corporate Affairs to raise public awareness of the importance of responsible financial management. The video cassette and film each contain the six thirty-second television commercials aired during the advertising campaign. Five of the commercials are supplemented with case studies, printed as duplicating masters, to provide further study of the money management problem presented in the commercial. The handout sheets provide an opportunity for participants to apply their learning to their own situations. The booklet is a self-help guide, and is available in quantities for class use. The eighteen transparencies are composed of excerpts from the booklet and several Edd Uluschak cartoons. The detailed utilization guide for instructors suggests ways to use the materials and provides clear and concise background information and discussion questions. Further resources are listed in the Appendix.

This learning package is adaptable to a variety of audiences, including consumer education studies in secondary schools. sh-a

TX 326 A12 332.024
1. Finance, Personal

BE INFORMED SERIES UNITS 1-20 (Books) by Dianne Novukouski. New Readers Press (Foresman Scott), c1974. Units 1-20 (2 volumes). D

Units discuss different consumer concerns - credit, buying, renting, marriage, drugs and others. Information is presented at a grade 3-4 reading level with appropriate illustrations and sample forms. Exercises are included which review content as well as vocabulary, reading and mathematics skills. Useful in junior and senior high courses where low vocabulary is needed to teach reading or consumer education. jh sh

TX 167.N85 640.73
1. Consumer Education

BEING A BETTER CONSUMER (Videorecord)

see
The Complete Consumer Series

TX 335.AL1.C73.V.8
1. Consumer Education

THE BETTER BUSINESS BUREAU GUIDE TO WISE BUYING (Book) Facts on File, c1980. 384p. C

This guide endeavours to assist consumers in making intelligent buying decisions and being aware of any existing brands of trickery. General advice on business practices and services offered for 84 items from antiques to power tools are provided in alphabetical sequence according to the name of each item. The history and present services of the BBB are described as well as steps to take as a dissatisfied customer. There is a directory of Bureau offices including Canadian addresses. Indexed. sh-a

TX 335 B3 640.73
1. Shopping
2. Consumer Education

BETTY CROCKER'S MORE FOR YOUR MONEY (Book) Bantam, c1976. 338p. A

A useful handbook containing numerous ideas on saving money through wise consumer planning and buying. Money management, budgeting, savings, insurance, and credit are discussed. Tips on getting more for your money are also given for food, clothing, housing, transportation, education, recreation, and health. While the book appears to be aimed at a homemaking audience, it could be used as a supplementary resource for high school students. sh-a

HG 179 B46 640.73
1. Finance, Personal 2. Shopping

BETTY CROCKER'S STARTING OUT: HOW TO GET THE MOST OUT OF YOUR HOME, FURNISHINGS, FOOD, AND MONEY (Book) General Mills, c1975. 356p. B

Provides handbook information on housing, furniture, decorating, cleaning, credit, shopping and cooking. Illustrations, charts and headings make reading easy and interesting. Addressed to young people living alone or together, it could serve as a resource for home economics or consumer education courses. jh-a

TX 321.B46 640
1. Home Economics

BLUE JEANS (Book) by Jonathon Rosenbloom. Messner (Musson), c1976. 63p. B

Black and white illustrations and easy-to-read text follow a cotton ball through factory processes to become blue jeans. Valuable information and vocabulary building is provided regarding cotton manufacture, as well as safety controls, and the role and rights of the worker in industry. ue

TT 605.R67 687.1
1. Manufacturing

A BUDGET BOOK AND MUCH MORE: MANAGING YOUR MONEY, GOALS, TIME, ASSETS, VITAL RECORDS (Book) by Robert F. Bohn. Brigham Young University, c1978. 108p. B

Rather than being a text on budgeting, this is a "workbook", consisting largely of forms to be filled out by an individual wishing to set up an efficient personal financial record. In addition to the many forms, there are practical suggestions on money management, and eleven one-page sections of financial tips on individual topics such as housing, taxation, and investments. Page numbering is sporadic, with many full-page forms being unnumbered, which causes some difficulty in locating information. Because of the workbook format and personal budget emphasis, this book would not be practical for use with an entire class. However, teachers might wish to duplicate some of the forms for use in case study assignments. sh-a

TX 326 B63 640.42
1. Budgets, Personal

BUDGET - BUDGET ? WHO'S GOT THE BUDGET? (Game) Manitoba Home Economics Directorate. Manitoba Department of Health and Social Development (Queen's Printer, Manitoba.). No date. Playing cards, rules. B

The game attempts to develop an awareness of the decision-making and careful planning required to make a family budget. A case family is described and players try to choose cards showing reasonable family expenditures in different areas. A half hour is required per game. ue

TX 326.M31 640.42 🍁
1. Budgets, Personal

BUDGET GUIDE FOR SINGLE PARENTS, 1979 (Book) by Social Planning Council of Metropolitan Toronto. Social Planning Council of Metropolitan Toronto, c1979. 127p. B

Although the title indicates an emphasis on single parents, this book differs very little from the many publications available on managing family finances. It does include, however, budget forms intended to assist in preparation of budget estimates, concise summaries of Canadian standards for housing, food, health care, etc., and an extensive "Resource Section" which lists agencies and associations from which consumers can receive information and assistance. Appendices include a bibliography and a set of sample family budgets, based on Canadian prices as of April, 1979. sh-a

TX 326 B84 640.42
1. Budgets, Personal 🍁
2. Finance, Personal

BUDGETING (Kit)

see
Learning Activity Packages

TX 326.P93
1. Budgets, Personal

BUDGETING AND CREDIT (Book)

see
Cashing in on Consumer Knowledge

HJ 2005.W21
1. Budget, Personal 2. Credit

BUDGETING SERIES (Kit) Interpretive Education, c1973. 5 fs, 3 cass, tg. Approx. $150

This kit attempts to teach students of low literary levels the basics of budgeting. The material includes word definitions relevant to budgeting, math problems and samples of budgets and cheques. Visual content is mediocre with illustrations of U.S. money, and the commentary is done by one narrator. jh-sh

TX 326.B85 640.42
1. Budgets, Personal

BUSINESS AND CONSUMER ARITHMETIC: WORKBOOK AND TESTS (Book) by Mitton C. Olson and A.E. McNelly. Prentice-Hall, c1974. 418p. B

Text and workbook teach and provide practice in basic mathematical skills with application to consumer activities. Whole numbers, fractions, percentage, ratio and other mathematics concepts are applied to savings, insurance, taxes, payrolls, depreciation and other consumer concerns. jh-sh

HF 5689.OL8 513
1. Mathematics 2. Finance, Personal

BUSINESS AND CONSUMER MATHEMATICS (Book) by Bruce E. Conchie. Addison-Wesley, c1975. 451p. B, teacher's ed.

A Canadian text covering mathematics from the businessman's and the consumer's point of view. Information and exercises on basic mathematics, retail merchandising, banking services, and consumer concerns such as installment buying, taxes and insurance are presented. Chapter format consists of research/discussion questions, behavioral objectives, explanations, exercises and review. Interesting facts and figures are scattered througnout, as are contrived fictional stories of consumer situations. sh

HF 5689.C74 513.93
1. Mathematics 2. Business Mathematics

BUSINESS FUNDAMENTALS (Book) by Graham Bruce. McGraw-Hill, c1977. 3rd ed. 200p. B, S.I. Metric Ed.; B - Key; A - Workbook.

A practical text which could be used with students soon to enter the job market. It provides useful information on, and practice in, performing basic financial transactions. It also discusses economic topics such as production, marketing, and public services, as well as emphasizes the economic relationships among government, business and the individual. Exercises of vocabulary building and content review, and activity suggestions are included. jh-sh

HF 5351.B87 650
1. Business Education 2. Economics

THE BUSINESS OF BEING A CONSUMER

see
The Complete Consumer Series

TX 335.AL1.C73.V.8
1. Finance, Personal

BUSINESS OPPORTUNITY FRAUDS (Book) by Chase Revel. International Entrepreneurs Assoc., Inc., c1979. 74p. A

Although few consumers would invest in an expensive business venture without prior investigation, many are less wary when the venture appears to require little cash outlay. Particularly attractive are the business schemes which promise profit for working "at home" and "in spare time". This book lists and explains the business opportunity frauds directed at the unwary consumer, including envelope-stuffing, worm farming, chain letter variations, and chinchilla raising, and shows that the consumer often loses the investment in materials and equipment required for operating. Also included are schemes which require greater investment, such as vending machine frauds and bogus franchises. This small book is both interesting and informative, and contributes to a specialized area of consumer awareness. sh-a

HV 6695 R32 364.163
1. Fraud

THE BUTTERICK KITCHEN EQUIPMENT HANDBOOK: AN ILLUSTRATED CONSUMER'S GUIDE TO BUYING AND CARING FOR COOKWARE, APPLIANCES AND UTENSILS (Book) by Darlene Ness. Butterick (Multi-Book and Periodical), c1977. 192p. A

This handbook provides information on how to organize and equip an efficient kitchen. Includes illustrations and descriptions of kitchen utensils and cookware. Charts of appliances list desirable features and uses. A useful handbook for Home Economics. Indexed. jh-a

TX 657.K73 643.3
1. Kitchen Utensils
2. Household Appliances

BUY AND SELL: A CONSUMER ECONOMICS GAME (Booklet) Edu-Game, c1976. 30p. A

This simulation game for grade levels 9-12 will take approximately three class periods. Students are required to assume various roles within a mock business community. The culmination of the game is a congressional hearing where class members assume the role of legislators to discuss relevant laws for the consumer community. tg-jh-sh

HD 21 B98 330.07
1. Economics - Study and Teaching

BUY IT RIGHT: AN INTRODUCTION TO CONSUMERISM (Book) by Jean Ende and Clifford J. Earl. Dutton (Clark-Irwin), c1974. 207p. A pap.

A book on how to buy, giving tips on what to look out for when shopping for everything from food to insurance. The section on consumer protection legislation and agencies is not relevant to Canada. A fairly standard buyer's guide. jh

TX 167.E46 640.73
1. Shopping

BUY LOW, SELL HIGH: ANYONE CAN MAKE MONEY IN THE MARKET THE FORMULA WAY (Book) by John E. Mahoney. Pagurian Press, c1978. 224p. B

Intended for prospective adult investors in the stockmarket, this book nevertheless contains enough explanatory material to make it useful in a unit of study of stock market investment in secondary schools. Although the emphasis is on formula plans for investment, the charts showing individual stock analysis, and the history of the Dow-Jones industrial averages present a clear picture of how stock markets fluctuate. A glossary, bibliography, list of charts, list of tables, and an index are provided. sh-a

HG 4521 M28 332.632
1. Investments 2. Stock Exchange

BUYER BEWARE - A CONSUMER AWARENESS GAME (Game) Edu-Game (Social Studies School Service), c1975. Varied. A

Designed to make students aware of what to look for when shopping and possible consumer protection laws. During the simulation, 36 students adopt the roles of store personnel or consumers coping with inflation, recession and profit making. Lengthy but workable instructions, plus duplicating masters for game materials are provided on looseleaf sheets. jh-sh

TX 335.B85 640.73
1. Shopping

THE BUYER'S HANDBOOK: A GUIDE TO DEFENSIVE SHOPPING (Book) by Raymond L. Chambers. Prentice-Hall, c1976. 105p. A, pap.; B, hc.

Attempts to provide a comprehensive guide that can be used by the individual before buying, using or complaining about an item. It includes purchase - guidance regarding the goods and services an individual is likely to buy. Also, it provides use - guidance to reduce costs of operation and repairs, as well as recommends what to do when problems arise and all else fails. Information is presented in a straight forward, clear and useful manner. sh-a

TX 167 C35 640.73
1. Shopping

BUYING AND OPERATING A USED CAR (Kit) by Louis D. Mason. Weston Walch, (Atlantic Book) c1977. 50 spirit masters, answers. C

John, in the market for a car, and Bill approach Mr. Winkler for advice on used car buying. Conversations between them lead into worksheets on buying, financing, and operating a car; travelling and driving emergencies; insurance; and review tests. Of limited value for pre-testing or reviewing in consumer education, driver education or business units. jh-sh

TL 152.M38 629.2222
1. Automobile Purchasing 2. Used Cars

BUYING AND SELLING A HOME (Booklet) by Yolanta Lewis. Community Legal Education Ontario, c1979. Fourth Edition. 45p. A

The objective of this booklet is to provide a general outline of the legal and financial aspects of buying and selling a home. This includes discussions on the parties involved in a real estate transaction, mortgages, and ongoing expenses. One chapter is devoted to an explanation of condominiums and their special ownership problems. In addition, there are brief notes on legislation that may affect the home purchaser. Some specific details are relevant to Ontario residents only, but the general principles are applicable to all Canadians. a

HD 7287 L4 346.043
1. House Buying

BUYING FOOD: A GUIDE FOR CALCULATING AMOUNTS TO BUY AND COMPARING COSTS IN HOUSEHOLD QUANTITIES (Booklet) by United States, Science and Education Administration. United States, Department of Agriculture, c1978. 71p. A

The information contained in this food-buying guide is presented in an easy-to-read table which allows shoppers to quickly calculate the amount of food to buy for any number of servings required, and to compare the cost per serving between fresh, frozen, or canned foods. Economical choices of different foods can also be made by consulting the amount-to-buy factor in the table, and multiplying this by current cost per unit in the supermarket. This guide would be valuable in an educational unit on family food buying, as well as to consumers who wish to make the most of their food dollars. sh-a

TX 341 U7 641.31
1. Food

BUYING INSURANCE: WHAT'S THE RIGHT PROTECTION FOR YOU? (Kit) Guidance Associates (Visual Education Center), c1979. 2 fs, 2 cass, tg. Approx. $75.00

A well-organized sound filmstrip presentation on four types of insurance - vehicle, homeowner, health and life. Insurance terminology is presented for each topic, defined and elaborated upon through examples of people requiring insurance. Alternating narrators ask questions and give information which is illustrated by photographed situations, sample forms, and printed terms. Review questions conclude each section. The Health insurance section deals with U.S. plans and needs supplemental Canadian information. sh-a

HG 8051 B98 368
1. Insurance

BUYING PERSONAL SERVICES

see
The Complete Consumer Series

TX 335.AL1.C73.V.3
1. Contracts

BUYING YOUR HOUSE: A COMPLETE GUIDE TO INSPECTION AND EVALUATION (Book) by Joseph C. Davis. Emerson Books, c1975. 252p. B

The prospective home buyer is offered recommendations and home-buying hints in order to make knowledgeable evaluations of houses. Basic construction and inspection techniques are given to assist consumers in avoiding purchasing mistakes. Chapters deal with exterior and interior construction and finish, heating and mechanical equipment, energy saving, and home insurance policies. This is a good general introduction to all aspects of home buying. a

TH 4817.5 D2 643
1. House Buying

CALCULATE TO SAVE (Book) by Tom Stiles. Odin Press, c1978. 204p. A

The author provides ideas for saving dollars in the areas of finance, electricity, home decorating, and food. There are very clear explanations for calculating percentages, decimals, and using a hand calculator. Unit pricing and metric units are also examined in detail. Two programmed learning sections teach the calculation of percentages and unit pricing. This is a useful book for consumers who are not confident of these specific mathematical skills. sh-a

TX 335 S8 640.73
1. Shopping

CALLING CAPTAIN CONSUMER (Video tapes) Ontario Education Communications Authority (ACCESS Alberta), c1973. 27 programs, 10 mins. Free dubbing

Introduces fundamental knowledge needed to make intelligent buying decisions. Children's buying decisions may be influenced more by family, neighbors and desire, rather than by need or understanding. An animated super-hero, Captain Consumer, and child actors demonstrate consumer problems and possible solutions through real-life situations. ue-jh 🍁

TX 335.C13 343.07
1. Consumer Protection

CAN ADVERTISERS BACK UP THEIR CLAIMS? (Kit) Changing Times (Marvin Melnyk), c1973. tg., student booklets, transparency.

An inquiry oriented mini-unit on advertising. The kit allows for open-ended discussion and enables the students to draw their own conclusions about advertising. jh

HF 5832 C16 659.1
1. Advertising

CAN I SUE? AN INTRODUCTION TO CANADIAN TORT LAW (Book) by Steven M. Spetz. Pitman (Copp Clark), c1974. 235p. B

An introduction to Canadian tort law written in nontechnical language. Offences such as trespassing, negligence, defamation and fraud are explained and then illustrated with several cases, simulated and real-life. Each chapter concludes with discussion suggestions and cases in question. A short glossary of legal terms is provided. sh-a

KE 1232. Sp3 346.03 🍁
1. Law-Canada

CANADA AS A CONSERVER SOCIETY: RESOURCE UNCERTAINTIES AND THE NEED FOR NEW TECHNOLOGIES (Book) Science Council of Canada. Supply and Services Canada, c1977. 108p. A

This report presents the major policy thrusts of a conserver society and recommendations on how Canada can implement conserver society principles. It is a good outline of the conserver society concept, and easier to understand than many publications in this area. sh-a

QG 541.C16 333.72
1. Conservation of Natural Resources 🍁

CANADA'S PRAIRIE WHEAT GAME (Game) by Joseph M. Kirman, University of Alberta (Alberta Education), c1973. Varied. A

Involves students in some of the situations wheat farmers experience. Play ranges from the purchasing of land and the necessary seed and fertilizer, through the growing and harvesting season, to the selling of grain. One banker and six farmers play the game, which also provides practice in keeping records and dealing with a modified banking system. ue 🍁

HD 1483.C16 633.11
1. Agriculture - Canada

THE CANADIAN BOOK OF MONEY (Book) Doubleday, c1974. 223p. A pap.

Complete guidelines to saving, borrowing, investment, house purchase and other family matters are provided. The book serves as a basic reference, covering these major areas of personal finance in sufficient detail to help one use money wisely and avoid common pitfalls. sh-a

HG 229.C16.B64 332.024
1. Finance, Personal 2. Investments - Canada

CANADIAN COMMERCIAL LAW (Book) by Richard Piner. Copp Clark, c1980. 215p. B

This manual has been designed to help consumers develop an understanding of Canadian business law. All aspects of law have been considered, including a chapter on consumer law. Each unit supplies objectives, legal terminology, and case studies. Additional factual situations with questions are provided for review. a

KE 919 P56 346.7107
1. Law - Canada

THE CANADIAN CONSUMER (Book) by John F. Freudeman. Pitman (Copp Clark), c1972. 200p. B

A basic, practical text to introduce the young reader to the Canadian marketplace. The author begins with a discussion of the economic system, resources, economic decision-making and the free enterprise system. He then defines and discusses aspects of business formation, the marketing system, money and banking, savings and investment, and the role the consumer plays in the marketplace. jh

HG 185.2.F73 330.971
1. Finance, Personal 2. Business Education

CANADIAN CONSUMER LAW (Book) by Allan Parker. International Self Counsel, c1976. 2nd. ed. 104p. A pap.

This book serves as an introduction to consumer law. It covers false and misleading advertising, requirements for labelling, door to door sales, the meaning of warranties and guarantees, consumer finance and collection agencies. Consumer's rights under various federal and provincial legislation are explained. sh-a

KF 1600.P22 343.07
1. Consumer Protection - Canada

CANADIAN CONSUMER'S SURVIVAL BOOK (Book) by Ellen Roseman & Phil Edmonston. General Pub., c1977. 347p. B pap.

The first complete guide for Canadian buyers by Canada's top consumer critics. It gives practical, up-to-the-minute advice on how to get the best out of transportation, food, housing, medicine and law. As well, it explains fifty consumer complaint tactics that work, and lists government agencies and consumer organizations that will help you make the seller beware. sh-a

TX 335.R66 640.73
1. Consumer Protection - Canada

THE CANADIAN ECONOMY AND ITS PROBLEMS (Book) by Muriel Armstrong. Prentice-Hall, c1977, 2nd. ed. 338p. B

This introduction to Canadian economics deals with economic policy, but also includes the economic theory and history necessary for understanding that policy. Beyond information on such topics as goals, money supply, monetary and fiscal policy and income; information is provided on Canadian issues such as regional disparities, foreign investment and energy resources. An indexed reference for high school economic students. sh-a

HC 115.A79 330.971
1. Canada - Economic Conditions 2. Economics

THE CANADIAN ECONOMY: PROBLEMS AND POLICIES (Book) by G. C. Ruggeri. Gage, c1977. 364p. B

Concentrates on issues which appear to be permanent features of the present Canadian economy, economic growth, problems of the Canadian economy, and major issues facing an open economy. The organization and contents of this book make it suitable for use in various types of introductory economics courses. sh-a

H 63.R84 330.971
1. Economics 2. Canada - Economic Conditions

A CANADIAN GUIDE TO DEATH AND DYING (Book) by Jill Watt. International Self Counsel, c1974. 156p. A pap.

This publication contains information about handling a funeral and burial service, choosing a casket, the cost and reason behind embalming. Hints are given regarding various denominational requirements, how to handle doctors and funeral directors, and how to donate body parts. sh-a

GT 3150.W34 393
1. Funeral Rites and Ceremonies

CANADIAN LAW (Book) by W. H. Jennings and Thomas G. Zuber. McGraw-Hill, c1979. 3rd ed. 422p. C

This is the third edition of a text prepared for use in high school law courses. It contains introductory legal information on the legal system, civil rights, family law, citizenship, legal agreements, employment, sales, money substitutes, real property, insurance and business. This edition covers the new Citizenship Act, updates information on matrimonial property and support obligations, and adds a chapter on consumer protection legislation. Explanations of the law, case studies, sample forms, and application and discussion questions comprise each chapter. A student workbook and a teacher's key to textbook exercises are available. sh

KE 444.J45 1979 340.0971
1. Law - Canada

CANADIAN MARKETING TRENDS (Book) by Gerald B. McCready. Irwin-Dorsey, c1972. 216p. A pap.

This text offers a Canadian approach to marketing problems, strategies and tactics. It focuses on the socio-economic, cultural, legal and logistical elements facing marketing management in Canada. The Canadian orientation and statistics make this a particularly useful book. sh

HF 5415.12.C35.M26 658.8
1. Marketing

CANADIAN PERSPECTIVES ON SEX STEREOTYPING IN ADVERTISING (Book) by Alice E. Courtney and Thomas W. Whipple. Canada Advisory Council on the Status of Women, c1978. 117p. A

Presents information on how women are stereotyped in all forms of advertising. Discusses the problem, the effects of sex stereotyping, the advertising effectiveness of sex stereotyping, the industry's view and ways to implement change. Brief tables summarize the information discussed. A checklist of questions advertisers could use to evaluate their representation of women in advertising campaigns is appended. Useful for students doing indepth research. sh-a

HF 5822.C2.C83 659.1
1. Advertising

CANADIAN REAL ESTATE: HOW TO MAKE IT PAY (Book) by Richard Steacy. Musson Book Co., c1981. Fifth Edition, 290p. C

Information given in this book is intended for the prospective real estate buyer. Hints are provided on making money, saving money, and using money wisely in the real estate field. This includes discussions on using banks, mortgages, lawyer's services, leasing, selling, and insurance. Appropriate Canadian offices for complaints are suggested. Appendices list building and real property definitions. a

HD 316 S73 1981 333.33
1. House Buying

THE CANADIAN TRUST INDUSTRY (Book) Trust Companies Institute of Canada, McGraw, c1980. 136p. C

This description of the Canadian trust industry seeks to familiarise readers with the diversity of financial services offered by trust and loan companies. The text consists of an overview of the industry, descriptive information on fiduciary, financial, and real estate services, and future forecasts. The material is presented in a very clear and logical manner. sh-a

HG 4358 T78 1980 332.26
1. Trust Companies - Canada

CANADIAN USED CAR GUIDE (Book) by Phil Edmonston. Musson, c1980. 253p. B pap.

Part I briefly discusses such terms encountered in used car buying as private sales, repossessed cars and odometer tampering. It also includes checklists regarding inspecting and road testing used cars. Part II describes used models, domestic and foreign, giving specifications, known defects, and the car's general reputation. jh-a

TL 162.E32 629.2222
1. Automobile Purchasing 2. Used Cars

THE CANADIAN WOMAN'S ALMANAC (Book) by Ruth Fremes. Methuen, c1978. 272p. B

This book covers a variety of topics from a woman's point of view - childraising, self-improvement, coping with problems, legal matters, and personal finance. The bibliographies of primarily Canadian materials; charts and checklists related to housekeeping, nutrition and finances; and list of Canadian agencies with addresses which support each topic are valuable additions to the text. Useful as a secondary resource for individual study projects or as quick reference on the topics covered. Indexed. sh-a

HQ 1457.F74 301.41
1. Women in Canada
2. Home Economics

THE CANADIAN WOMAN'S GUIDE TO MONEY (Book) by Monica Townson and Frederick Stapenhurst. McGraw-Hill, c1979. 146p. B

A basic guide to money management with emphasis on the financial needs and problems of women. Budgeting, investing, credit, employment, retirement, life insurance, income tax, the single woman, and sources of counsel are covered. This look at the Canadian woman's position in the work world and the financial world is supported by government statistics and the results of various studies. Valuable for general money management information and for information regarding women in Canada. Chapter bibliographies and an index are provided. sh-a

HQ 1457.T69 332.024
1. Women in Canada
2. Finance, Personal

CAPTAINS OF CONSCIOUSNESS (Book) by Stuart Ewen. McGraw-Hill, c1976. 261p. B; pap. A

This fascinating book traces our conditioning process back to its historical roots in the early years of this century, particularly the 1920's. It presents a study of the emergence of important aspects of American industrial culture - mass consumption, modern advertising, advertising as a social problem, political ideologies of consumption and how all this affects family life. a

HF 5814.E3 338.09
1. Advertising-Social Aspects
2. Consumption (Economics)

THE CAREER GAME: A STEP-BY-STEP GUIDE (Book) by Charles Guy Moore. Ballantine Books of Canada, c1976. 263p. B

The two topics of career choice and career advancement are discussed in this book concerning career and life decisions. The text is presented in three parts. Part I considers the questions involved in deciding what you want most out of life. How to analyze your career alternatives forms Part II. Part III discusses marketing yourself which includes writing a resume and making a career shopping list. The author has presented strategies for coping with a competitive job market facing those in the workforce today. sh-a

HF 5381 M78 371.4
1. Vocational Guidance

A CAREER PLANNING GUIDE (Book) by Catherine V. Davison and L. Glen Tippett. Canada Manpower and Immigration (Supply and Services Canada), c1977. 123p. B

Addresses the student interested in long range career planning. The processes involved in career planning, decision-making, self-appraisal, time planning, and occupations study are discussed clearly with some depth. Career information resources and types of education and training available are listed. A comprehensive, easy-to-read guide. sh-a 🍁

HF 5381.D29 331.702
1. Vocational Guidance

CASEBOOK FOR STUDIES IN LAW (Book) by Jerome A. Collins. McGraw-Hill Ryerson, c1978. 168p. A

The cases have been chosen to reflect legal aspects of situations familiar to students of high school age. Cases illustrate the basic principles of contracts and specific contracts such as credit and landlord-tenant agreements. Each chapter provides a summary of the relevant points of law, a short case, and questions for students to answer. There is still need for reference to a text for the legal principles involved. A separate teacher's key is available with answers and explanations. jh-sh 🍁

KE 850 A7 C67 346.71
1. Law - Canada

CASES IN CONSUMER BEHAVIOR (Book) by F. Stewart DeBruicker. Prentice-Hall, c1980. 415p. C

Sixteen cases have been presented to provide the basis for class discussions concerning marketing management. The emphasis is to have students learn an analytical process that can be adapted to a variety of marketing managers' situations. Three types of consumer behavior have been examined: routine purchasing, extensive problem-solving behavior, and three special cases in the non-profit and public policy contexts. The management problems involve important decisions from actual companies operating in the U.S. sh-a

HF 5415.3 D42 658.8
1. Marketing

CASES IN CONSUMER EDUCATION (Kit) by Louis D. Mason. Weston Walch, (Atlantic Book) c1976. 50 spirit masters. C

Designed to assist students in making consumer decisions, 58 case problems cover topics such as automobiles, credit, housing, insurance and consumer protection. Although the cases are described as "open-ended", most involve filling-in-the-blanks from given material, identification of obvious alternatives, and superficial decision-making. sh

TX 335.M37 640.7307
1. Consumer Education 2. Decision-making

CASHING IN ON CONSUMER KNOWLEDGE (Book) by Jean M. Ward. Waterford School District, c1976. 10 books. (Family Financial Management Series 1976). B

This series is designed for adult education in the community. It can be used with classes, groups or by individuals in their own home. A pretest introduces the topic, consumer information on the specific product or service follows and a post-test concludes each book. Easy-to-read checklists and cartoon drawings break up the text. The ten modules are: Fraud, Food, Clothing, Budgeting and Credit, Home Furnishings, Taxes and Investments, Housing, Insurance, Transportation, and Consumer Health and Safety. sh-a

Varied 640.73
1. Consumer Education

THE CASHLESS SOCIETY (Audio Tape) 🍁

see
Keeping Up With the "Joneses"

CAVEAT: CONSUMER EDUCATION IN ACTION (Kit) C. Richard Hatch (Hollinger), c1974. 5 fs, 5 cass, tg, booklets, posters, transparencies Approx. $200

Kit materials act as a vehicle for the discussion of consumer behaviour, earning money, spending money, consumer action and consumers as part of the U.S. economic system. It doesn't provide information, but rather through readings, activities, and sound filmstrips, endeavors to create an awareness of personal values and alternatives in the marketplace. jh

TX 335.C31 640.73
1. Consumer Education

CAVEAT EMPTOR - AN INTRODUCTORY ANALYSIS OF CONSUMER PROBLEMS (Book) by Roger M. Swagler. Heath, c1975. 269p. B pap.

Attempts to assist readers in applying the basic principles of economic analysis to actual problems they face in the marketplace. Topics covered include consumer behavior, advertising, consumer power, consumer protection, the low-income consumer and the consumer society. Questions, projects and bibliographies are included. A sophisticated, U.S. treatment of current topics. a

HF 5353.Sw1 343.07
1. Consumers 2. Consumer Protection

CHANGING YOUR NAME IN CANADA (Book) by Constance Mungall. International Self-Counsel Press, c1977. 126p. (Self-Counsel Series) A

This how-to legal guide is primarily concerned with the married woman wishing to retain her maiden name or revert to it. Informal name changes as well as the legal requirements of each province regarding formal name changes are presented. Each province's stance on children's surnames is outlined, and the credit implications for women using their maiden names are considered. sh-a

KE 501.M85 346.71
1. Law-Canada

CHARGE IT: INSIDE THE CREDIT CARD CONSPIRACY (Book) by Terry Galanoy. Academic Press, c1980. 219p. C

This is a general interest book designed to inform consumers about the credit and bank card industry. The beginnings of credit cards and the bank card industry are explained. Other chapters cover the buying and selling of bank cards, debt, inflation, and the coming of Lifebank. This book could serve as supplementary reading for any courses on credit. sh-a

HG 1643 G34 332.7
1. Credit

CHILDREN AND ADVERTISING: A BIBLIOGRAPHY (Book) by Clearinghouse for Research on Children's Advertising. Council of Better Business Bureaus, c1978. 53p. A

This bibliography includes research as well as books, articles, pamphlets, presentations, and unpublished works which are pertinent to the study of the effects of advertising on children. It does not include titles on the effect of television programming, but does give a list of references of related interest, such as the media and socialization of children or violence on television. A list of other bibliographies on children and advertising is also included. sh-a

HF 5809 C43 659.13
1. Advertising

CHILDREN ARE CONSUMERS TOO: TEACHER'S GUIDE (Booklet) Ontario Ministry of Consumer and Commercial Relations, c1979. 65p.

The suggested classroom activities are intended to provide starting points for experiences that could be used to develop consumer concepts. They have been designed to fit into other aspects of existing curricula, rather than as separate entities within your program. There are ideas for utilizing catalogues, labels, newspapers, and television. tg-pr

HC 79.C6 082 640.73
1. Youth as Consumers

CHILDREN LEARNING TO BUY: THE DEVELOPMENT OF CONSUMER INFORMATION PROCESSING SKILLS (Book) by Scott Ward, Daniel Wackman and Ellen Wartella. Marketing Science Institute, c1975. 347p. B

A research report on how children learn to buy based on a survey of 615 mother-child pairs. The research considers the significance of Piaget's cognitive development theories in the development of consumer skills, the effect of TV advertising on children, and how the family influences children's consumer habits. Some implications for educating children in consumerism are discussed. Professional reading. a

HQ 784.C74.W21 658.834
1. Consumers

CHILDREN'S ADVERTISING: A PARENTS' WORKSHOP (Kit) Alberta Consumer and Corporate Affairs, c1981. Duplicating masters, videocassette. Free

This kit is a teacher's guide for conducting a workshop on children's advertising for parents with children 5 to 12 years of age. The objectives of the workshop are to assist parents in identifying the facts and central issues concerning children's advertising and to give them practical suggestions for use on a daily basis with their children. Discussion points and questions are provided for all aspects of the workshop including presentation notes for the film, "Seeing through Commercials". In the Appendices are duplicating masters, sample tip sheets, and lists of additional resources. tg-a

HE 8696 A13 659.1
1. Advertising 2. Television

CHILDREN'S CHOWDER: THE GOOD FOOD TURN-ON FOR ELEMENTARY KIDS (Booklet) Washtenaw County Cooperative Extension Service, c1974. 3 tg, 3 activity books, bibliography. B

A learner-centered unit which attempts to prepare students to assess nutrition "facts", and develop a sense of responsibility for their own nutrition and health. Children squeeze, smell and taste new foods, explore techniques and concepts in concrete, scaled-to-size activities. 3 "Fun Books" provide riddles, puzzles, games and activities at 3 progressively advanced levels. A parent participation manual aids teachers in involving parents in the nutrition program. tg-pr-ue

TX 364.C43 641.31
1. Nutrition

CHILTON'S GUIDE TO CONSUMERS' AUTO REPAIRS AND PRICES: HOW TO SAVE MONEY ON AUTO REPAIRS AND ACCESSORIES (Book) Nelson Canada Ltd., c1980. 296p. B

Comprehensive information and advice is provided on all the aspects involved in repairing your car. The "Chilton Time" guide to time estimates for common repairs has been included plus estimated prices for parts most often needed. There are also chapters on buying a new or used car and financing considerations. This is an American book so prices must be adjusted accordingly. sh-a

TL 152 C434 629.288
1. Automobiles
2. Automobiles - Maintenance and Repair

CHOICE - SUGGESTED ACTIVITIES TO MOTIVATE THE TEACHING OF ELEMENTARY ECONOMICS (Book) Amway Corporation (Educator Supplies Ltd.), c1975. 173p. B

A handbook of practical ideas and activities to aid teachers in preparing students to understand the roles of consumers and producers, and how these roles influence "choices" made everyday. Topics include: consumer needs-wants; producers goods-services; specialization; resources; economic growth; prices-costs; and government policies. A glossary translates economic concepts into easily understood language. tg-pr-jh

H 63.Am9 338
1. Economics-Study and Teaching

CHOICES AND DECISIONS: BECOMING A WISE CONSUMER (Kit) by William E. Hug. American Council of Life Insurance, c1977. 2 fs, 2 cass, tg. C

In 4 episodes, a young couple advance from overspending their income to setting priorities, establishing a budget, buying adequate life and health insurance, and preparing their finances to include a baby. The budgeting principles presented are valid, but the couple's success is unrealistic, and the emphasis on U.S. insurance plans limits the usefulness of the kit. sh-a

TX 326.C34 640.42
1. Budgets, Personal 2. Insurance

CHOOSING TOYS FOR CHILDREN: FROM BIRTH TO FIVE (Book) by Barbara Kaban. Book Centre, Inc., c1979. 176p. B

This excellent guide answers the question of what is a good toy. There is a beginning general chapter on guidelines for selecting toys, followed by chapters organized according to age levels from birth to age five. Each of these chapters begins with a brief description of skills and interests of that age. Other chapters discuss display and storage, books, television, home-made toys, and toys to take when travelling. Indexed. jh-a

GV 1218.5 K32 688.7
1. Toys

CIVIL RIGHTS IN CANADA (Book) by P. Michael Boulton. International Self-Counsel, c1975. 5th ed. 80p. (Self-Counsel Series) A

Offences punishable under summary conviction as well as more serious criminal offences are discussed. Areas covered include vagrancy, drugs, weapons, liquor laws, and laws relating to sexual relations and juveniles. Procedures which a law officer should follow in an arrest, search or seizure are outlined. Discussed also are remedies available to a citizen who is the victim of an injustice and the inequalities which exist under Canadian law. sh-a 🍁

JL 187.B63 347
1. Civil Rights-Canada

THE CLAM-PLATE ORGY; AND OTHER SUBLIMINALS THE MEDIA USE TO MANIPULATE YOUR BEHAVIOUR (Book) by Wilson Bryan Key. Prentice Hall, c1980. 209p. B

Key has written his third book on subliminal phenomena in advertising due to his belief that the general public is not aware of their own brainwashing. We live in a media-dominated environment where advertising agencies utilize behaviour modification through subliminal techniques such as camouflage of sexual connotations. There are many examples and illustrations, including Canadian ones, to reinforce the author's arguments. a

P96 P75 K4 659.1
1. Advertising - Psychological Aspects

CLASSROOM MONEY MANAGEMENT KIT (Kit) CUNA Mutual Insurance Group, c1973. 4 cass., booklets, tg. B

This kit includes a booklet of insurance reprints, money management calendar, and suggested classroom activities. The total concept of credit is discussed on the cassettes. This covers such topics as shopping for money, lending institutions, and bankruptcy. jh

TX 326 C56 332.024
1. Budgets, Personal

CLOTHING (Book)

see
Cashing in on Consumer Knowledge

TX 340.W21
1. Clothing and Dress

COMING TO OUR SENSES: AN ENVIRONMENTAL APPROACH TO TEACHING AT THE ELEMENTARY LEVEL. (Book) by Judith Bock, Sandra Feldman, Susan Harpp. Center for Environmental Education, c1975. 2d ed. 59p. A

Suggests environmental and community oriented activities to help explore The Child's Sensory Awareness, The Child as Part of Nature, The Child as a User, and The Child in the Community. The latter two sections are very relevant to consumer education. Excellent annotated film, teacher's resource, and children's reading lists are provided. tg-pr-ue A

QH 541.B63 372.35 🍁
1. Ecology

COMMON LAW FOR COMMON FOLK (Booklet) by Hamar Foster. British Columbia Legal Services Commission, c1977. 41p. A

In non-technical language this booklet explains the division of legal jurisdiction in Canada, and then presents the British origins of Canadian common law. The Common Law of England, The Kings' Law, the Chancellor's Foot and the Law Today in B.C. are discussed. Juries, writs, statutes, and equity are some of the legal components considered. Large cartoon drawings illustrate the text creating a story appeal. jh-a

KE 454.F81 340.57 🍁
1. Law-Canada

COMMUNITY: A GAME OF CO-OPERATION (Game) by Jim Deacove. Family Pastimes, c1977. board, cards, tokens, rules. B

This is a non-competitive board game in which players co-operate to build a village community. 2 to 10 players may participate, and a game takes from ½ to 1 hour. In the course of play, players decide where to direct resources, how to deal with physical problems, and how to settle internal difficulties. jh-a

HD 3271.C74 334 🍁
1. Co-operation

COMPARISON ADVERTISING: A WORLDWIDE STUDY (Book) by J.J. Boddewyn and Katherin Marton. Hastings House (USA), Saunders of Toronto (Canada), c1978. 245p. (Communications Arts Books) B

Based on international research conducted and sponsored by the International Advertising Association, this book analyzes the nature, use, legality, fairness, effectiveness, and advantages and disadvantages of advertising which names a competitive product and compares it to the advertised one. The differences in advertising laws and in regulatory and self-regulatory mechanisms between countries are discussed. Comparative advertisements from around the world are illustrated. The conclusions reached and recommendations made are intended primarily for those involved in the advertising industry. sh-a

HF 5827 B577 659.13
1. Advertising

COMPARISON ADVERTISING: AN HISTORICAL RETROSPECTIVE (Book) by Stanley M. Ulanoff. Marketing Science Institute, c1975. 48p. A

This study on comparison advertising looks at its roots, its strategic uses, and its likely effectiveness with consumers. The paper explores the rationales behind the historical reluctance of advertisers to name competitive products, and characterizes most comparison advertising as being principally mounted by non-leaders in a product category. Sample comparison advertisements are illustrated, and various American guidelines regarding comparison advertising are outlined. The paper concludes that making comparisons in advertising can stimulate product improvements to the benefit of the consumer. sh-a

HF 5827 U1 659.13
1. Advertising

COMPARISON SHOPPING (Kit)

see
Learning Activity Packages

TX 167.J64
1. Shopping

COMPARISON SHOPPING AND CARING FOR YOUR PERSONAL POSSESSIONS (Book) by Nancy Sellers. McGraw Hill, c1980. 92p. B

This student workbook is designed to inform students about comparison shopping and how to care for their purchases. Consumer information is presented concerning food, clothing, and household items. There are short stories, check tests (with answers), lists of words to know, and activities relating to each topic. jh-sh

TX 335 S419 640.73
1. Shopping

A COMPENDIUM OF BUNK OR HOW TO SPOT A CON ARTIST (Book) by Mary Carey. Charles C. Thomas, c1976. 202p. C; pap. B

The collection of fraud schemes described in this book are based on reports in the files of local and federal American law enforcement agencies. They cover examples of fraud associated with banks, real estate, household furnishings, and mail order. By reading these reports, consumers will be aware of the types of schemes perpetrated by con men and therefore avoid the same pitfalls. a

HV 6691 C37 364.163
1. Fraud

THE COMPLETE BOOK OF HOME BUYING (Book) by Michael Sumichrast. Irwin-Dorsey, c1980. 353p. C

Information is provided for consumers who want to understand the operation of housing markets in order to make wise housing investments. The pros and cons of buying a new or existing house, condominium, or townhouse are all considered. Chapters also cover housing finance, real estate taxation, how to improve property, and the techniques for selling homes. This is a useful guidebook on housing but many conditions only pertain to the U.S. a

HD 1379 S95 643.12
1. House Buying

THE COMPLETE BOOK OF HOME INSPECTION (Book) by Norman Becker. McGraw Hill, c1980. 172p. B

The author has written a comprehensive instruction manual covering all aspects of exterior, interior, and electromechanical inspection for houses. Readers can learn how to inspect a home thoroughly by following the step-by-step procedures which are also used by professional home inspectors. The text is fully illustrated with photographs and drawings. Checklists at the end of each chapter provide a summary for that topic. sh-a

TH 4817.5 B43 643
1. Housing

THE COMPLETE CONSUMER BOOK: HOW TO BUY EVERYTHING WISELY AND WELL (Book) by Bess Myerson. Simon and Schuster, c1979. 315p. B

As a former Commissioner of Consumer Affairs for New York City, consultant to consumer and industrial groups, and writer of a consumer newspaper column, Myerson appears well-qualified as an advocate of consumer education. She makes a strong case for consumer awareness, and points out that consumers do not often make use of available information. In addition, five sections are devoted to information on homes, cars, health, finance and security and vacations and travel, with relevant consumer problems illuminated by excerpts from letters to Myerson's newspaper column. The logical arrangement of topics and sub-topics, and the detailed subject index suit this book admirably for supplementary use in secondary school programs as well as for adult consumers. sh-a

TX 335 M92 640.73
1. Consumer Education

THE COMPLETE CONSUMER SERIES (Videorecord) Alberta Consumer and Corporate Affairs (ACCESS Alberta), c1978. 18 programs, 15 min. each. Dubbing by ACCESS. Please specify format desired, purchase or supplied tape.

This series helps the consumer to evaluate purchasing habits and other business transactions, and stresses the need for general awareness of common consumer problems. The ability to cope with these problems is discussed, revealing lifestyles and alternatives for either an individual or group situation. Four units deal with consumerism in general, sales techniques, advertising, and budgeting and credit. sh-a

TX 335.AL1.C73 640.73
1. Consumer Education

Program titles, Resource Center volume No., and ACCESS No. are as follows:

What is a Consumer?
Vol. 1 ACCESS #210201

Consumer Lifestyles and Alternatives
Vol. 1 ACCESS #210202

The Business of Being a Consumer
Vol. 8 ACCESS #210203

Door to Door Sales
Vol. 2 ACCESS #210204

Getting Granny
Vol. 2 ACCESS #210205

Buying Personal Services
Vol. 3 ACCESS #210206

Health For Sale
Vol. 3 ACCESS #210207

Advertising
Vol. 9 ACCESS #210208

The Youth Market
Vol. 9 ACCESS #210209

Rationale for Budgeting
Vol. 4 ACCESS #210210

The Mechanics of Budgeting
Vol. 4 ACCESS #210211

Credit Use and Abuse
Vol. 6 ACCESS #210212

Type of Credit
Vol. 6 ACCESS #210213

Contracts
Vol. 7 ACCESS #210214

Housing Issues
Vol. 5 ACCESS #210215

Housing Transactions
Vol. 5 ACCESS #210216

Mobile Homes
Vol. 7 ACCESS #210217

Being a Better Consumer
Vol. 8 ACCESS #210218

THE COMPLETE FOOD HANDBOOK (Book) by Rodger P. Doyle and James L. Redding. Grove Press (Random House), c1976. 397p. B

This book gives brief information on common foods. It explains food production, nutritive and additive content, health myths versus realities and offers cooking and storage hints. It is not exceptional but could serve as a secondary reference for nutrition information. sh-a

TX 354.5.D77 641.1
1. Food

CONCERNING YOUNG CONSUMERS (Kit) Educational Design, Inc., c1979. 6 fs., 6 cass., tg.

Students are presented with six programs designed to educate them in three main areas of consumerism. These are the basic principles of marketing (price determinations, advertising); shopping techniques and money management; consumer rights and responsibilities. Teaching suggestions are provided for each program which include a summary of concepts, discussion topics, and student activities. ue-jh

HC 107 C74 640.73
1. Consumer Education

THE CONDOMINIUM BOOK: A GUIDE TO GETTING THE MOST FOR YOUR MONEY (Book) by Lee Butcher. Dow Jones, c1975. 143p. B

This publication provides accurate and authoritative information in regard to the American condominium. The advantages and successes of condominiums as well as the disadvantages and disasters are presented from the viewpoint of personal experience, research, and interviews. Tips on buying and financing, a glossary of condominium terms, and an appendix of floor plans are also included. Large illustrations and photographs along with anecdotes and stories add interest to this comprehensive guide. sh-a

HD 7287.67 V5 B87 643.2
1. Housing

THE CONSERVER SOLUTION (Book) by Lawrence Solomon. Doubleday, c1978. 220p. B

This book deals with the conserver society concept in a Canadian context. The path which led to a need to return to conserver ethics, what the conserver approach is, advertising's role in consumer and conserver societies, and how to implement the conserver solution through government, industry, and the individual are discussed. Style is informal, and many examples and statistics are included. A project of Pollution Probe, this is reference material for students interested in conservation and Canadian environmental policy. sh-a

HC 120.E5S64 301.31
1. Conservation of Natural Resources

CONSUMER (Game) by Gerald Zaltman. Western Pub., (Whitman Golden), c1969. Varied. E

Consumers compete to get maximum pleasure and minimum charges when buying. Creditors compete for business. Students must decide what, when and how to buy. Also included are attempts to teach students how to calculate true interest rates, negotiate credit contracts, and the problems of budgeting and buying. jh-sh

HF 5353.C76 332.743
1. Budgets, Personal 2. Credit

CONSUMER ACTION (Book) by John S. Morton and Ronald R. Rezny. Houghton Mifflin, c1978. 374p. B

A well-designed U.S. text which covers basic consumer education topics - decision-making, marketplace economics, credit, budgeting, advertising, car purchasing, housing, and medical and life insurance. Background information is well illustrated with convincing case studies. Discussion and comprehension questions are included. Reading level is low, and case studies sustain interest. Up-to-date photographs, amusing cartoons, and varied page lay-outs add to the text's appeal. jh-sh

TX 335.M84 640.73
1. Consumer Education

CONSUMER ACTION FOR STUDENTS (Booklet) Fenton Action Consumer Team, c1975. Activity sheets. Free

Designed to have students exposed to actual consumer topics and problems. Students use and evaluate sources of consumer information and protection as well as utilise methods of consumer action in real life. Topics considered include consumerism, advertising, product safety, food/housing and legislation. Activities and projects are interesting. An extensive resource list is included. jh-sh

JS 335.F36 343.07
1. Consumer Protection

CONSUMER AND CORPORATE ACCOUNTABILITY (Book) by Ralph Nader, ed. Harcourt (Academic Press), c1973. 275p. B

A collection of articles dealing with corporate irresponsibility under topic headings such as "Corporate Disregard for Life", "Truth versus Profits in Advertising", "Compulsory Consumption" and so on. The book gives hard-hitting examples of corporation crime that results in financial debt, injury and even death for the consumer. s

HD 60.C63.N323 338.74
1. Consumer Protection
2. Industry-Social Aspects

THE CONSUMER AND CREDIT (Kit) by Curtis Colby. Current Affairs, c1973. 1 fs, 2 cass, tg. (Buyer Be Wise: Practical Economics for the Consumer) E

This colour/sound filmstrip discusses the increasing use of credit in Amercian society. Different types of credit are evaluated from the viewpoint that while some kinds of credit are useful, others are dangerous. Also included in the kit is a cassette tape in which four Americans discuss the use of credit in their society. sh

HG 3755.C67 332.743
1. Credit

CONSUMER AT LARGE (Kit) by Alfred C. Jensen. Coronet, c1972. 6 fs, 6 cass. Approx. $100

Presents basic spending, saving and shopping information in an interesting, amusing manner. Cartoon characters and dialogue about lums (dollars) and nonsense word products illustrate basic concepts related to budgeting, comparison shopping, using credit, purchasing services, and making investments. jh-sh

TX 326 C742 640.73
1. Consumer Education

CONSUMER BE WARNED: FRAUDS & DECEPTIONS (Kit) Current Affairs, c1973. fs, cass, tg. (Buyer Be Wise: Practical Economics for Consumers) E

Explores common frauds and deception used in the marketplace. U.S. officials, buyers and sellers state their case for fraud detection and consumer protection. Interesting viewing, but U.S. content limits usefulness. jh-sh

HV 6695.C76 364.163
1. Fraud

CONSUMER BEHAVIOR: DEVELOPINGS SKILLS FOR ASSERTIVENESS (Book) by Lou Thayer. Michigan Consumer Education Center, c1978. 58p. B

This is a teacher inservice module for secondary and adult consumer education. The module could be used in professional development or classroom situations. What assertive behavior is and how it applies to consumers is examined through theory and exercises. A pretest, consumer vignettes, and personal awareness exercises teach assertive consumer skills which are later integrated into a step-by-step process. A post-test and references are included.

HC 79.C6.T33 640.73
1. Consumer Education - Study and Teaching

CONSUMER BEWARE: A GUIDEBOOK TO CONSUMER RIGHTS AND REMEDIES (Book) by Ellen Roseman. New Press, c1974, Rev. ed. 238p. B

The Canadian marketplace is examined and its more common pitfalls are exposed. Discusses the purchase of food, drugs, life insurance, credit, housing and a car; suggests the means of using government complaint procedures and combatting the advertising industry; and discusses the benefits of cooperatives and the need for consumers to unite to effect remedies in the marketplace. sh

TX 167.R72 343.07
1. Consumer Protection - Canada

CONSUMER CHOICE: THE ECONOMICS OF PERSONAL LIVING (Book) by Andrew J. Allentuck and Gordon E. Bivens. Harcourt (Academic Press), c1977. 510p. C, text ed; B, study guide

A U.S. text with applications for guidance, home economics, business education, economics and consumer education. Information is provided on values, decision-making, vocations, budgeting, taxes, investments, credit and other consumer topics. Teachers may find this a useful reference for developing programs. sh

HC 79.C63.AL5 332.024
1. Finance, Personal

CONSUMER CONTRACTS (Kit)

see
Learning Activity Packages

HF 1255.J64
1. Contracts

CONSUMER CREDIT (Book) by Elsie Fetterman. Bennett (Copp Clark), c1976. Text - 244p. Student guide - 56p. B, text ed; A, workbook; A, tg

A U.S. textbook aimed at preparing young adults to use credit wisely. Every type and source of credit is discussed. Qualifying for credit, credit cost, legal protection for debtor and creditor, and handling and avoiding credit difficulties are covered. The student guide contains sample statements, contracts and credit reports for interpretation. This indepth look at credit should be used as a resource for a unit on credit. sh

HG 3755.F31 332.743
1. Credit

CONSUMER CREDIT AND CONSUMER FRAUD (Book) by Steven N. Spetz. Pitman, (Copp Clark) c1972. 90p. A

In this book, consumer credit is perceived as a tool which can be used to advantage or badly abused. The author attempts to guide the reader to an understanding of the intelligent and wise use of credit in specific circumstances, while avoiding certain consumer credit frauds. sh

HG 3755.S65 332.743
1. Credit 2. Consumer Protection - Canada

CONSUMER DECISION (Game) Edu-Game, c1973. Booklet. A

"Family groups" are faced with the problem of budgeting on a limited income. Students purchase goods, arrange for loans, make payments and prepare for financial emergencies. Step-by-step teacher instructions are provided, as well as necessary materials for duplication. jh-sh

BF 778.C76 640.42
1. Budgets, Personal

CONSUMER DECISION-MAKING: AN ANNOTATED BIBILOGRAPHY (Book) Canada Consumer and Corporate Affairs, c1979. 398p.

Six bibliographies in the area of consumer behavior are presented in separate sections. The topics are: consumer information processing; problem recognition and internal evaluation; consumer purchasing processes; and consumer choice and satisfaction. Each section is preceded by an overview of aspects being covered, a brief description of annotated references, and suggestions for additional research studies. All entries are in alphabetical order according to author. tg-sh-a

TX 335 C162 640.7307
1. Decision-making

CONSUMER DECISIONS IN HOUSING (Kit) Butterick Pub., c1980. fs., cass., game/poster, 8 study sheets, tg.

Upon completing this program students will be able to compare various housing alternatives and understand why consumer housing decisions are important. Examples of housing budgets and leases are provided. The responsibilities of home ownership have been explained and how to properly inspect an apartment or house before payment. This teaching unit can be used with a class or adapted to individualized instruction. It would be part of an introductory course on housing. jh-sh

HD 7287 C76 643
1. Housing

CONSUMER ECONOMIC PROBLEMS (Book) by Roman F. Warmke and Eugene D. Wyllie. South-Western Pub. (Gage), c1977 9th ed. 650p. B

An American textbook which discusses the U.S. economy and concerns of the U.S. consumer. It provides excellent definitions and information regarding basic economic and consumer concepts, as well as review questions and community projects which can be applied to the Canadian situation. Teachers could use this text in developing Canadian consumer programs. sh

TX 335.W24 640.73
1. Consumer Education 2. Economics

CONSUMER ECONOMICS (Book) by Daniel A. McGowan.
Rand McNally (Gage), c1978. 476p. C

A text for U.S. college students which emphasizes the economic aspects of consumerism. Economic concepts, market principles, statistics, and analytical tools are applied to consumer education topics. Consumer activism and consumer legislation are included. Text is supplemented by many tables, charts and graphs, and illustrated with photographs and cartoons. U.S. content and references to the American consumer predominate. sh-a

HB 801.M17 332.024
1. Consumer Education
2. Economics

CONSUMER ECONOMICS (Kit) by R. Lee Henney.
Educational Diagnostic Services, c1975. 4 booklets, tg. (Eds. Educational Facilitators) B

Four booklets attempt to increase the consumer skills of adults. Managing Your Money covers currency, weights and measures, taxes and money management. The Best Buy considers basic economics, comparison shopping and advertising. Spending Your Money discusses such major expenditures as housing, a car, home furnishings and care of possessions. Aids to the Consumer presents banking services, credit, insurance and consumer protection. Information is standard and U.S. oriented, but reading level is low and suggested tasks practical and useful. a

HG 179.H38 332.024
1. Finance, Personal

CONSUMER EDUCATION (Book) by Amy D. Heintz. Nevada Dept. of Education, c1974. Rev. ed. 226p. A

The objectives of this guide are to provide teachers with a framework within which they may help students examine their consumer attitudes and decision-making processes and explore various aspects of Consumer Education. The format of the guide gives concepts, related learning activities and resources. tg-jh-s

TX 147.H41 640.73
1. Consumer Education - Study and Teaching

CONSUMER EDUCATION (Book) by William Maedke and others. Collier Macmillan, c1979. 520p. B

This student textbook teaches proper money management by using the specific consumer problems that students face. The fourteen units may be presented in sequence or in the pattern best suited to your classroom. Smaller learning sections are within each unit and these have review questions, problems to solve, and consumer projects. Topics include the role of consumers in our economy, credit, insurance, buying practices and problems for specific goods and services. There is a glossary of frequently used consumer terms. jh-sh

TX 335 C763 640.73
1. Consumer Education

CONSUMER EDUCATION: A CONCEPTUAL STRUCTURE AND PLANNING GUIDE FOR SENIOR HIGH SCHOOLS IN WISCONSIN (Book) Wisconsin Dept. of Public Instruction, C1973. 91p. A

This comprehensive guide covers credit and money management, consumer rights and responsibilities, the business world, different economic systems, and employee-employer relationships. These general topics are elaborated in three different sections, each of which gives detailed instructions to the teacher. tg-sh

TX 147.W75 640.7307
1. Consumer Education - Study and Teaching

CONSUMER EDUCATION: A HANDBOOK FOR TEACHERS OF NEW CANADIANS (Guide) Committee of English as a Second Language Teachers. Alberta Consumer & Corporate Affairs, c1976. 11 units. Free

A basic consumer education course arranged into subject units designed for use in teaching English as a second language. Material covers the marketplace, decision-making, food, clothing, home furnishings, housing, transportation, consumer protection, banking, budgeting and credit. The package includes background information, lesson plans and activity suggestions. It can easily be adapted for use with other low vocabulary groups. tg-a 🍁

TX 335.Ed.5 640.7307
1. English Language - Study and Teaching
2. Consumer Education - Study and Teaching

CONSUMER EDUCATION: A HANDBOOK FOR TEACHERS OF SLOW LEARNERS IN THE JUNIOR HIGH SCHOOL (Thesis) by Elaine E. Hay. University of Saskatoon, c1978. 112p.

This learning package deals with practical aspects of consumer education and is designed to assist youth leaving the public school setting to become independent members of society. To aid the teacher, the handbook includes lesson guides with varied learning activities, lesson plans, worksheets designed for duplication, and a reference section with student references, teacher references, and visual aid suggestions. Money awareness, money management, credit, and the marketplace comprise the lessons presented in this educational resource. jh

NOTE: This thesis is not available for purchase.

LC 4669 H2 640.7307
1. Consumer Education - Study and Teaching

🍁

CONSUMER EDUCATION: A TEACHING-LEARNING UNIT ON CONSUMER HEALTH CARE (Book). University of Tennessee, n.d. 76p. A

Each unit of the teaching-learning program contains learner objectives, a well-written section of information for the student, and a lengthy list of suggested activities which provide opportunities to apply what has been learned or to pursue a particular topic of interest. Among the areas covered are diet and nutrition, health insurance, food additives and health foods, and medical care plans. Two objective tests, for which answers are provided, test knowledge gained in the program. A bibliography of teacher materials also is provided. sh-a

RA 440 C76 640.7307
1. Consumer Education - Study and Teaching
2. Health Education

CONSUMER EDUCATION: A TEACHING-LEARNING UNIT ON PRODUCT SAFETY (Book). University of Tennessee, n.d. 50p. B

This well-written study and teaching program is organized into five units, each of which begin with learner objectives, followed by learner activities clearly delineated in point form, and several pages of pertinent information presented clearly and concisely. Hazardous products and appliances provide the focus of study, but methods of complaint and consumer protection organizations are also covered. American content limits the use of this program in Canadian schools, but both format and activities could assist teachers in unit planning. sh-a

TS 175 P94 640.7307
1. Consumer Education - Study and Teaching
2. Product Safety

CONSUMER EDUCATION: BUYER BE WISE (Kit) Teaching Resource Films (A.I.M. and Ginn), c1975. 4 fs., 4 cass., tg. Approx. $75

Ear appealing conversations lead into slower, narrator discussions of budgeting and toy buying; comparison shopping at the supermarket; careful selection of medicines and vitamins; and the pros and cons of advertising. Teacher's guide contains a synopsis and text of each filmstrip. As well, student activity suggestions involve students in investigating consumer problems with readily available materials. ue

TX 167.B98.C76 640.73
1. Shopping

CONSUMER EDUCATION: BUYING RIGHT (Kit) Eye Gate (Cenco Canada), c1973. 6 fs., 3 cass. Approx. $100

Designed to give teenagers information about problems they face as consumers. By being aware of these problems and knowing the best ways to handle them, young people should be able to make better decisions about purchases and better use of money. Areas covered are: How to Shop, Deciding to Buy, Traps to Stay Out Of, Getting What You Really Want, How to Buy and Recognizing Real Bargains. jh-a

TX 167.C765 640.73
1. Shopping

CONSUMER EDUCATION COMPETENCIES AND CHECKLISTS (Booklet) Pennsylvania Dept. of Education, c1976. 26p. Free

Intended to represent an outline of consumer education as it relates to the total school curricula. It divides consumer education into four major categories: value system, decision making, rights and responsibilities and the role of the consumer in our economic system. Categories are further subdivided into primary, intermediate or secondary tasks. The tasks are then set out into 3 checklists. tg

TX 335.C76.ED8 640.7307
1. Consumer Education - Study and Teaching

CONSUMER EDUCATION CURRICULUM GUIDE FOR OHIO GRADES K-12 (Book) Ohio State Board of Education (Ohio State University), c1976. 164p. A

Assists teachers in organizing consumer education concepts to use in team teaching or to integrate into different areas of study at various grade levels in the schools. The resource material has been developed around six basic areas; The Economic System, Income Procurement, Consumer Behaviour Determinants, Consumer Alternatives, Roles and Rights and Community Resources. tg

TX 147.0h3 640.73
1. Consumer Education - Study and Teaching

CONSUMER EDUCATION CURRICULUM MODULES - A SPIRAL-PROCESS APPROACH (Books) North Dakota State University, College of Home Economics. (Pendragon House), c1974. 5v. C per set

Comprised of a guide plus curriculum modules for inquiry, valuing, decision-making and action processes. The guide discusses the basis for the process approach to consumer education, presents a model for the approach, and ways of utilizing it. Each volume presents theory on the process it is concerned with. For example, the inquiry process involves: 1) recognizing the problem, 2) considering a tentative solution, 3) clarifying terms, 4) collecting data, and 5) applying a conclusion to new situations. As well, examples of planned learning activities relevant to each process are provided. tg-jh-s

TX 147.H81 375.64073
1. Values 2. Decision-making
3. Consumer Education - Study and Teaching

CONSUMER EDUCATION FOR ADULT GROUPS (Book) by Raymond E. Forgue and others. Virginia Polytechnic and State University, c1979. 220p.

This manual is designed to assist educators and counselors in the presentation of consumer education workshops for adult groups. Specifically it focuses on the field of family finance which includes buying skills, credit and money management. Five topics have been developed with objectives, presentation outline, background material, and group activities provided. tg-a

TX 335 C87 640.7307
1. Consumer Education - Study and Teaching
2. Finance, Personal

CONSUMER EDUCATION FOR FAMILIES WITH LIMITED INCOMES (Book) Texas Tech University, c1971. 360p. B

Contains an analysis of the personality traits of poor people, their limitations and characteristics which affect their learning. The introduction pinpoints their main problem as their low income. Instructs the teacher how to teach planning, budgeting, value choices, buying tips, etc., to the poor, all in a very thorough manner. tg-a

TX 147.P6.T31 640.73
1. Poor 2. Consumer Education - Study and Teaching

CONSUMER EDUCATION FOR THE YOUNG CHILD (Book) University of Guelph, c1981. 3 vols., Approx. 100p. each

This is a set of three volumes concerning consumer education for preschool children. Some ideas and activities are relevant for the lower primary grades. Volume One is the report of research undertaken for the Consumer Information Centre, Ontario. This includes a review of the theory of consumer socialization and implications for education at the preschool level. Consumer skills and abilities at this age are discussed. Preschool consumer education programs presently available in Canada and United States have been listed and summarized. Volume Two is an annotated bibliography of relevant articles and books from the last fifteen years. Volume Three presents activities, fingerplays, songs, and poems. tg-pr

HF 5353 C7 372.21
1. Consumer Education - Study and Teaching

CONSUMER EDUCATION: HOW TO CONDUCT COMMUNITY CONSUMER EDUCATION NIGHTS (Book) by Ross E. Love and Patricia Tresch. Illinois Office of the Superintendent of Public Instruction, No date. 44p. na

This practical guide outlines 12 steps a teacher could follow in organizing a community consumer education night. It includes appropriate forms and suggestions for scheduling, inviting speakers, and the committees involved. Teachers planning consumer education activities as part of any community school function could benefit from this information. tg

TX 335.L95.H83 640.7307
1. Consumer Education - Study and Teaching

CONSUMER EDUCATION IN PRACTICE (Book) by Elsie Fetterman and Charles Klamkin. Wiley, c1976. 245p. B pap.

This U.S. text covers the marketplace, various products, insurance, budgeting and other consumer education topics. Written discussion with section headings, some checklists and a bibliography make up each chapter. Well-indexed, this could be used by seniors and adults for research, although U.S. statistics, agencies, laws and government programs restrict its use. sh-a

TX 335.F43 640.73
1. Consumer Education

CONSUMER EDUCATION MATERIALS PROJECT (Books) Consumers' Union of United States, c1973. 6 books. A

Devised in response to requests from teachers at all educational levels for help in establishing or improving consumer education programs. Each is intended to provide guidance and insight for the variety of individuals who work formally and informally as consumer educators. The books contain a series of case studies which suggest to the instructor ways to create, plan and conduct a consumer education program tailored to the needs and interests of students.

TX 335.C64 640.7307
1. Consumer Education - Study and Teaching

CONSUMER EDUCATION, PART ONE AND PART TWO (Book) Texas Tech University, c1971. 2 vol. C/set

Designed as a one-semester course in consumer education. Both Parts One and Two contain four sections: Allocation of Resources, Consumer Buying, Consumer Citizenship and the Consumer in the Economy. Part One contains teaching instructions, while Part Two contains a wide variety of related teaching-learning materials for both students and teacher. Such materials include: directions for making transparencies;

instant slides; bulletin boards; posters and suggestions for using simulation games, case studies, skits, etc. tg-s

TX 147.T31.C76   640.7307
1. Consumer Education - Study and Teaching

CONSUMER EDUCATION PART I: HOW TO SHOP WISELY (Kit) by John McDonald. Teaching Resources Films (A.I.M. and Ginn), c1973. 4 fs., 2 cass., tg. Approx $75

This kit provides the consumer with an excellent guide for making intelligent purchases. Topics considered include: becoming a responsible consumer, buying quality on a budget, finding a place to live and shopping for a car. The student is made aware of pitfalls awaiting consumers and alerted to ways to make every dollar count. Questions and projects which accompany each filmstrip encourage students to apply the principles studied to real life experience outside the classroom. jh-sh

TX 167.H83   640.73
1. Shopping

CONSUMER EDUCATION PART II: MANAGING YOUR MONEY (Kit) Teaching Resources Films (A.I.M. and Ginn), c1974. 4 fs., 4 cass. Approx. $100

Teaches the techniques of spending and saving personal income. It explains how to use a budget to guide purchasing, and ways to avoid the loss of purchasing power because of deceptive advertising. Students learn to increase their capital value through insurance and investments, and they are encouraged to set goals for wise buying that reflect the principles learned in this unit. jh-sh

HG 179.M31   332.024
1. Budgets, Personal

CONSUMER EDUCATION PROJECT: FINAL REPORT (Book) by Fred R. Wilhelms, ed. Educational Commission of the States, c1979. 37p. A

This report summarizes the findings of an advisory committee on consumer education in the United States. Included are conclusions drawn from assessments carried out between 1971 and 1978, with heavy reliance on the NAEP assessment of 17 year old students conducted in 1977-78. The emphasis is qualitative rather than statistical, and recommendations are made for future directions in areas such as consumer education curriculum, teacher training, and state legislation. Although American bias is inherent, this report could be adapted in formulating rationale and designing curriculum for Canadian schools. s

TX 335 C66   640.7307
1. Consumer Education - Study and Teaching

CONSUMER EDUCATION RESOURCE MATERIALS (Kit) Ontario Ministry of Consumer and Commercial Relations, c1976. 2 binders. Free

The kit is divided into 2 parts. Part I, a binder of detachable sheets, gives background information, case studies, projects, laws, references, addresses and blank forms on the topics credit, transportation and money. Part II contains numerous pamphlets from various sources which support Part I materials. Canadian information, addresses, laws and references make this an extremely useful teaching guide. tg

TX 335.ON8.C74   640.7307
1. Consumer Education - Study and Teaching

CONSUMER EDUCATION RESOURCES CATALOGUE (Book) Michigan Consumer Education Center, c1978. 107p. A

A bibliography of films, video cassettes, kits, games, periodicals, and textbooks for use in consumer education courses. Items are arranged by accession number in format divisions. Access to all materials is provided through very broad subject headings. Films are annotated, and contents of video cassettes and kits are listed. Bibliographic data, publisher's addresses, price and grade level are indicated. tg

TX 335.M583   016.64073
1. Consumer Education - Study and Teaching

CONSUMER EDUCATION TRANSPARENCIES (Transparencies) Vocational Education Media Centre, Clemson University, No date. 14 transparencies. n.d.

This set of transparencies consists of charts, sample forms, examples and checklists regarding banking procedures and the use of credit. Instructors could use these visuals when teaching personal finance. jh-sh

TX 335.S08.C76   640.42
1. Credit 2. Banks and Banking

CONSUMER EDUCATION WORD GAMES (Book) by Ruth Rice. Weston Walch (Atlantic Book), c1975. 50 spirit masters, answers. C

These masters are of limited use as supplementary activities for various consumer topics. They include matching, fill-in-the-blanks, unscramble the letters, and other word games. Some contain material applicable only to U.S. students. jh

TX 335.R36   640.7307
1. Consumer Education

CONSUMER HEALTH AND SAFETY (Book)

see
Cashing in on Consumer Knowledge

RA 440.W21
1. Health Education

CONSUMER HEALTH: PRODUCTS AND SERVICES (Book) by Jessie Helen Haag. Lea & Febiger (MacMillan), c1976. 225p. B pap.

This U.S. guide provides very specific information in well-organised sections to help consumers make wise decisions about purchases of health products and services. Information on health careers and consumer protection agencies is also included. Intended for students in health education courses and medical fields, and as a teacher reference. sh-a

RA 440.H2 362.10973
1. Health Education 2. Medical Care

THE CONSUMER IN AMERICAN SOCIETY: ADDITIONAL DIMENSIONS (Book) by Jack L. Taylor and Arch W. Troelstrup. McGraw-Hill, c1974. 451p. C, text ed; B, instructor's manual

Readings from U.S. periodicals, agencies and well-known consumer experts. Three parts: The Modern Consumer, Buying a Life Style and Consumer Protection, contain articles on most consumer topics. Reading level of the articles vary but most are short and headings, numbering or dots indicate important sections and checklists. This volume could assist high school students doing consumer education research papers. Not indexed. jh-a

TX 326 T74 T38 640.73
1. Consumer Education

THE CONSUMER IN AMERICAN SOCIETY: PERSONAL AND FAMILY FINANCE (Book) by Arch W. Troelstrup and E. Carl Hall. McGraw-Hill, c1978. 6th ed. 567p. C

This is an up-dated edition of a comprehensive consumer education text for college students. Decision-making, money management, financial planning, credit, shopping for specific items, and consumer protection are all covered indepth. Emphasis is placed on the situation facing the U.S. consumer. Name and subject indexes are provided. sh-a

TX 326.T74 640.73
1. Finance, Personal
2. Consumer Protection
3. Consumer Education

CONSUMER INFORMATION (Kit) Penney, c1977. fs., cass., tg., activity sheets. C

This excellent module investigates the relationships between information, consumption patterns and quality of life. Module I contains an interesting, introductory sound filmstrip, a very good poster chart of the decision-making process, and three realistic case studies which require consumer decisions to be made in a particular lifestyle context. Module II consists of 10 activity sheets which capably implement activity ideas suggested in other sources. sh-a

TX 335.C63 343.07
1. Decision-making

CONSUMER INFORMATION KIT (Kit) Ontario Ministry of Consumer and Commercial Relations, c1979. 26 activity cards, pamphlets

The kit contains activity cards and pamphlets discussing many consumer topics. These cards can be used by the whole class, small groups, or individually. The pamphlets include points to consider when buying bicycles, toys, and hockey helmets. There is a colouring book about standards in Canada. This kit would be useful for introducing students to issues in consumer education. pr-ue

TX 335 08 640.7307
1. Consumer Education - Study and Teaching

THE CONSUMER IN THE MARKETPLACE (Book) by Leon Levy. Pitman (Copp Clark), c1976. 2nd ed. 481p. C

This text covers many consumer subjects - budgeting, credit, law, consumer protection, and purchasing guidelines for several consumer items. Units state learning objectives, and then give information in point form followed by a brief explanation. Checklists, and question and answer format are popular. Each unit concludes with comprehension, application, and consumer arithmetic questions. U.S. content severely limits the usefulness of this text. As well, illustrations are dated, and information lacks depth. jh-sh

TX 335.L48 640.73
1. Consumer Education

CONSUMER LAW (Book) by Melissa Merker. I.P.I. Publishing Division, c1977. 58p. (In the Public Interest) A

This book is part of a series of modules designed to acquaint students with the basic principles of Canadian law. In addition to contract law, this text deals with provincial and federal statutes within the field of consumer law. Each of the four chapters ends with review questions and a summary of the main ideas, and questions are posed at the end of each section of the chapter as well. Answers to these questions are found in the accompanying teacher's manual. sh

KE 1599 M47 343.7107
1. Consumer Protection - Canada
2. Law - Canada - Study and Teaching

CONSUMER LAW (Booklet) Student Legal Services of Edmonton, c1980. 25p. Free

Information concerning consumer law in general is presented in this booklet by using a question-and-answer format. It outlines some laws which affect consumers in the areas of buying, selling, and credit. The material would be useful in an introductory consumer education course. jh-a

HC 79 C63 C762 343.7107 🍁
1. Consumer Protection - Canada
2. Law - Canada

CONSUMER LAW IN CANADA (Book) by Allan Parker.
International Self-Counsel, c1976 3rd. ed. 103p.
(Self-Counsel Series) A

An introduction to problems consumers face, the law as it applies to consumers and possible resolutions to consumers' problems. Provides information on Canadian federal and provincial acts, statutes and agencies concerned with consumer protection. A necessary supplement when U.S. consumer education material is used. sh-a

KF 1600.P22 343.07 🍁
1. Consumer Protection - Canada

CONSUMER LAW: TEACHER'S MANUAL (Booklet) by
Melissa Merker. I.P.I. Publishing Division,
c1977. 15p. (In the Public Interest) A

This manual supplements the textbook Consumer Law. A brief introduction to consumer law is given along with a few suggestions for learning objectives, teaching approaches, and learning tools. A guide to each chapter in the text provides a short preview of the chapter and answers to the summary and review questions asked in the student text. tg-sh 🍁

KE 1599 M472 343.7107
1. Consumer Protection - Canada
2. Law - Canada - Study and Teaching

CONSUMER LIFESTYLES AND ALTERNATIVES (Videorecord)

see
The Complete Consumer Series 🍁

TX 335.AL1.C73.V.1
1. Decision-making

CONSUMER MATH - A GUIDE TO STRETCHING YOUR DOLLAR
(Book) by Flora M. Locke. Wiley, c1975. 315p.
A

This U.S. self-teaching guide concentrates on the mathematics involved in consumer decisions. Among the topics treated are: buying with cash (comparing costs between different sized packages, using unit pricing); buying on credit (calculating credit charges); budgeting; and the costs of renting versus buying a home. A general introduction to each subject area is provided, as well as sample mathematical problems, complete with correct answers. sh-a

HG 179.L55 513.93
1. Finance, Personal

CONSUMER MATHEMATICS TEACHING UNITS (Book)
North Carolina State Department of Public
Instruction, c1974. 150p. A

Provides assistance to the teacher of consumer mathematics in planning and conducting the course so that it will be immediately interesting and lastingly meaningful to the students. The outline of each unit includes an introduction, suggested topics for study, mathematical concepts, related problems for the entire unit, and related career opportunities. tg-jh-sh

HG 179.C74 513
1. Mathematics

THE CONSUMER MOVEMENT (Book) by James S. Haskins.
Watts (Grolier), c1975. 115p. B

This book describes the growing movement for consumer protection and stresses the importance of being an intelligent consumer.
Haskins takes an objective look at industry, safety and pricing. Covered also is big business in general and problems encountered when using credit. Emphasis is on what individuals - especially young people - can do to increase their consumer awareness. sh-a

HC 79.C63.H27 381
1. Consumer Protection

CONSUMER OUTREACH '78 (Book) Ontario Ministry of
Consumer and Commercial Relations (Ministry of
Government Services), c1979. 44p. A

This is a report on a project carried out by Ontario's Consumer Information Centre. The project was designed as a data-gathering survey to provide information about consumer problems and information needs, and to aid the Centre with ongoing consumer education programming. This paper should be considered only in terms of teacher information for consumer education. a

HF 5353 07 640.73 🍁
1. Consumer Education

CONSUMER POWER: TRANSPARENCIES AND DUPLICATING
MASTERS (Book) by Barbara A. Morrow. Educator
Supplies Ltd., c1980. 12 transparencies,
16 duplicating masters, tg B

The material is suitable for regular and vocational classrooms and designed to supplement a unit in consumer education. Emphasis is placed on the consumer's role in today's economy. Specific topics covered are advertisements, labels, warranties, durable goods, and credit. The sections on consumer rights have American examples which could be used for study and comparison. tg-jh-sh

TX 335 M83 640.7307
1. Consumer Education - Study and Teaching

CONSUMER PROTECTION LABS (Book) by Melvin Berger. Day (Fitzhenry and Whiteside), c1975. 127p. B

Describes how scientists in U.S. governmental, industrial and private labs test food, drug, auto-safety and merchandise. It emphasizes what a consumer is and how consumers are being protected. The information is interesting, and valuable to the young consumer, although limited by U.S. references. ue-jh

TS 175.B47 640.28
1. Product Safety 2. Consumer Protection

CONSUMER RELATED MATHEMATICS (Book) by Wallace W. Kravitz and Vincent Brant. Holt, c1976. 376p. B, text ed.; B, teacher's ed.

This is a mathematics text incorporating consumer education through stories and problems relating to business education. With a mathematics focus it looks at consumer topics such as banking services, investments, buying and selling goods and services, income and taxes, owning a car and owning a house. A glossary of terms is provided, as well as answers to the math questions. jh

HF 5689.K86 513
1. Mathematics 2. Finance, Personal 🍁

CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINING BEHAVIOR (Book) by Stephen B. Ash. Canada Consumer and Corporate Affairs, c1980. 51p. Free

This study presents the major findings and proposals for action of a national survey done in 1979 on consumer satisfaction. Tables show levels of satisfaction/dissatisfaction of over 225 categories of products and services. These are divided into three main classes: food and clothing, durables, and services. The data has potential use to manufacturers and policy makers involved in setting priorities for consumer protection programming. a

HC 110.C6 C2 381
1. Complaints (Retail trade) 🍁

CONSUMER SCIENCE: TEXT AND LABORATORY MANUAL (Book) by Stephen Kowalski. Montclair State College (Kendall/Hunt), c1975. 221p. B

This manual is intended to acquaint the non-scientist with some of the principles of science that are important for wise purchasing. By direct testing of various products, the tester is made aware of such things as price versus total content, ingredients, rulings protecting the consumer, and restrictions upon the manufacturer. Experiments include the determination of Vitamin C content, the harshness of soap and the effects of cigarettes on living animals, among many others. tg-sh

Q 182.5.K84 658.57
1. Product Safety 2. Consumer Protection

CONSUMER SENSE (Kit) Coronet, c1972. 10 cass., 30 response books. Approx. $100

Ten interesting inquiry lessons, designed for independent learning, provide students with an understanding of the consumer's importance in the economy, and in the marketplace. While some basic economic theory and certain specific buying skills are introduced, emphasis is upon developing a practical approach to buying. jh

TX 167.C76.C81 641.73 or 339.4
1. Shopping

CONSUMER SKILLS (Book) by Irene Oppenheim. Chas. A. Bennett (Copp Clark), c1977. 415p. B

A U.S. textbook which covers spending, budgeting, credit, shopping, transportation, leisure, insurance, employment, investments, banking, the environment and economics. Traditional textbook format is followed. Information, review questions, terms to know, and activity suggestions comprise each chapter. Dated illustrations and U.S. content limit the text's usefulness for Canadian schools. sh

TX 355.05 640.73
1. Consumer Education

CONSUMER SKILLS: RESULTS MANUAL (Book) by National Assessment of Educational Progress. Education Commission of the States, c1979. 85p. B

To assist teachers in assessing student consumer skills, NAEP made available, in 1978, a consumer skills kit which included consumer skills test items used in a national assessment project. This manual reports the results of the national assessment for each consumer skill item, allowing teachers to compare individual student or class achievement with the national averages. a

TX 335 C65 640.7307
1. Consumer Education - Study and Teaching

CONSUMER SPENDING POWER: WHAT ARE THE ISSUES? (Kit) Penney, c1975. Fact sheets, activity sheets, poster. A

This package discusses consumer spending, consumer confidence, economic indicators, price and government action by examining the consumer survey, CPI, Index of Consumer Sentiment, Bureau of Labour Statistics, CNP, Consumer Confidence Index, Fiscal and Monetary Policy, and wage and price controls. The material is well presented, but prepared for U.S. classrooms. sh-a

HB 801.C76 332.41
1. Consumption (Economics) 2. Money

CONSUMER STUDIES: THE PRICE OF CREDIT (Kit) Guidance Associates (Visual Education Centre), c1972. fs., cass. D

Simulates a used car "deal" which demonstrates deceptive sales lines. It underscores the importance of reading all sales documents and insists they be completed on the spot. The kit also explores credit problems and suggests comparison shopping for best credit terms. sh-a

HG 3755.P93 332.743
1. Credit 2. Used Cars

CONSUMER SURVIVAL KIT (Booklets) Maryland Centre for Public Broadcasting, c1975. Booklets. A/booklet

A series of booklets designed to help consumers become wise shoppers and to help them cope with the complexities of the marketplace. Each booklet covers a single topic and consists of material used in preparing scripts for a Maryland public broadcast television series. Topics range from plants, drugs, credit, mobile homes to education costs and entertainment. jh-a

TX 167.C76.Su7 640.73
1. Shopping

CONSUMER SURVIVAL KIT (Kit) California Dept. of Consumer Affairs, c1974. Booklets, games. A

Introduces the California Dept. of Consumer Affairs to students and teachers. A self-contained collection of class activities, references and teacher aids to assist in the teaching of consumer education basics. Some of the information and activities could be generalized to a Canadian setting. jh-sh

TX 147.C12.C76 640.73
1. Consumer Protection

CONSUMERISM AND THE YOUTH MARKET (Cassette) CBC Learning Systems, c1974. 30 min. B

This cassette presents an informative discussion about young consumers; who sells to them, how business tries to persuade them and the protection they enjoy under the law. It deals with various aspects of advertising directed at youth through conversation with authorities in each area. It looks at why the young consumers are treated the way they are and some reasons for the way they act. jh-sh

HF 5429.6.C31 658.834
1. Marketing 2. Youth as Consumers

CONSUMERISM: SEARCH FOR THE CONSUMER INTEREST (Book) by David A. Aaker and George S. Day. The Free Press, c1978. 3rd ed. 504p. C

A textbook of forty-three readings selected to represent the issues, conflicts, and impacts on the market of consumerism. Each topic is followed by discussion questions and topics are organized according to the steps of the purchase process. The prepurchase phase covers consumer information and advertising, the purchase phase items such as selling practices and planned obsolescence, and the postpurchase phase topics such as warranties and product safety. Articles are current and indexed, but the use of this book may be limited by its American orientation and college reading level. sh-a

HC 110 C63 381.3
1. Consumer Protection

CONSUMERLAND - HOW HIGH THE MOUNTAIN (Kit) Argus (P.M.B. Industries), no date. fs., cass. D

By taking you on a tour through Consumerland, and introducing you to the consumer and his buying habits, this kit presents a comical satire on consumerism. It looks at credit, credit rating and the stages in the consumer education movement. The main message underlying all this is: "What we need, what we want, we will BUY"!" jh-sh

HC 79.C63.C67.H83 332.743
1. Consumer Education 2. Credit

CONSUMERS: A PERSONAL PLANNING READER (Book) by Nancy L. Spillman. West, c1976. 345p. B pap.

Provides readers with a carefully selected collection of articles and documents to help them become more efficient consumers. Topics covered include: consumer choices, budgeting, credit, consumer rights and information on purchasing specific goods and services such as food, medical care, appliances and legal counsel. a

HC 79.C63.Sp4 640.73
1. Shopping

THE CONSUMER'S BOOK OF HINTS AND TIPS (Book) by Richard Turbo. Jonathan-David (Negev Importing), c1978. 319p. C

This book gives money saving hints and tips on shopping for different goods and services. Budgeting, food, clothing, housing, investments, credit and travel and recreation are some of the areas covered. Headings and an index direct readers to specific topics. Tips, while sensible, are not unique, and U.S. information regarding health care, taxes, and agencies does not apply in Canada. sh-a

HG 179.T78 332.024
1. Consumer Education
2. Shopping

THE CONSUMER'S CATALOG OF ECONOMY AND ECOLOGY (Book) by Jeanne & Robert Bendick. McGraw-Hill, c1974. 156p. B, hc; B, pap.

Describes economic and environmental responsibility of the consumer when exercising purchasing power. In a conversational yet informative manner, it serves as a guide to purchasing. The book tells what to look for before purchasing; discusses strong and weak aspects; presents alternatives; advises consumers when and how to buy and provides hints for using products. Emphasis is placed on the consumer's ecological responsibility. jh-sh

QH 541.B43 640.73
1. Shopping 2. Ecology

A CONSUMER'S DICTIONARY OF FOOD ADDITIVES (Book) by Ruth Winter. Crown Publishers (General Publishing), c1978. Rev. ed. 252p. A

A dictionary of food additives which describes each additive as to source, physical properties, use in food processing, toxicity, and safety according to U.S. Food and Drug Administration findings. Synonyms are included with cross-references to the preferred name. Written for the layman. sh-a

TX 553.A3.W55 664.06
1. Food Additives

A CONSUMER'S GUIDE FOR KIDS: A CHILDREN'S BOOK ABOUT BUYING PRODUCTS AND SERVICES WISELY (Book) by Joy Wilt. G.R. Welch Co., c1979. 128p. B

The material presented in this book can be used alone or as part of a consumer education program. It is designed so children can read it by themselves or have it read to them. The text explains how consumers are encouraged to buy and gives guidelines to follow when buying. There is a general discussion of the legal rights of minors. The illustrations are slightly childish for the concepts being presented. ue

TX 167 W712 640.73
1. Consumer Education

CONSUMER'S GUIDE TO FIGHTING BACK (Book) by Morris J. Bloomstein. Dodd, c1976. 288p. B

A U.S. lawyer tells consumers in clear, straightforward language how to complain about specific products and services. Many sample letters of complaint to manufacturers, suppliers and appropriate government officials are included. Agencies and organizations mentioned are predominantly U.S., but information and complaint procedures are relevant to Canadians. a

HC 110.C63.B55 381.3
1. Complaints (Retail Trade)
2. Consumer Protection

THE CONSUMER'S GUIDE TO HEALTH CARE (Book) by Francis Chisari, M.D. and Robert Nakamura, M.D. Little, c1976. 204p. B pap.

With emphasis on consumer action, shows the layman how to make informed judgements about the medical services he receives. Presented are reliable guidelines for numerous topics such as choosing a physician and selection criteria for a properly staffed and equipped hospital. Although some U.S. content is irrelevant to Canadian readers, the majority of the material is applicable. sh-a

RA 410.5.C44 362.10425
1. Health Education 2. Medical Care

THE CONSUMER'S HANDBOOK: A GUIDE TO BEATING INFLATION, EXPLOITATION AND THE LATEST COMMERCIAL RIP-OFFS (Book) by Lynne Gordon. McClelland and Stewart, c1981. 256p. B

The purpose of this publication is to help the consumer make educated choices about what products and services to buy. In particular, the methods and techniques of con artists have been emphasized to eliminate any unfair advantage they have in the marketplace. Most goods and services have been commented on (e.g., housing, cosmetics, food, financial matters, cars, holidays). The Appendix lists federal and provincial agencies to contact for assistance and complaints.

TX 335 G67 640.73
1. Consumer Education
2. Consumer Production

CONSUMER PERCEPTIONS OF PREPURCHASE SHOPPING PROBLEMS AND SOLUTIONS (Books) by John D. Claxton and J.R. Brent Ritchie. Consumer Choice Research Program, c1978. 4 vols. B

This study, sponsored by Consumer and Corporate Affairs Canada, examines the consumer prepurchase search process. The major problems encountered by consumers within the decision process leading up to the purchase of different products and services, and consumer perceptions of appropriate solutions to these problems, are the topics of research. Volume One outlines the consumer field surveys undertaken, Volume Two gives supporting appendices and annexes, and an annotated bibliography of preliminary review research is contained in Volume Three. A final volume summarizes and concludes this research report. a

HF 5353 C74 658.834
1. Consumers

THE CONSUMER'S WORLD: ECONOMIC ISSUES AND MONEY MANAGEMENT (Book) by E. Thomas Garman and Sidney W. Eckert. McGraw-Hill, c1979. 2nd ed. 511p. C

This textbook was prepared for consumer education or money management courses in American high schools. It is organized around three units: the consumer, effective consumer buying, and consumer planning for the future. Topics such as the role of the consumer, consumer credit, and consumer savings are covered. Each of the sixteen chapters opens with relevant problems confronting consumers, and a logical examination of the topic using anecdotes, examples, and cartoons. End-of-chapter study aids include a vocabulary checklist, a review of the main ideas, and issues for analysis. A student workbook, Practicum for The Consumer's World, and an Instructor's Manual accompany this text. sh

TX 335 G36 640.42
1. Consumer Education - Study and Teaching

CONSUMER'S WORLD: IT'S YOUR DECISION (Kit) Globe, c1974. 6 fs., 6 cass., tg. na

Specific information is given in six areas of consumer expenditure - food, furniture, cars, clothes, and deceptive selling practices. Aimed at young adults earning their own money and establishing their own homes, situations develop to decision points but no answers are provided. Details such as prices are dated, but the goal of teaching students to evaluate needs before buying, as well as comparing costs, products and supplies, is valuable. sh-a

TX 167.C76.IT6 640.73
1. Youth as Consumers
2. Shopping

CONSUMERTAPES UNIT I, UNIT II (Audio tapes) Visual Education Corporation (Macmillan), c1974. 12 cass. Approx. $125

Thorough yet concise consumer tapes deliver information and advice on how to cope successfully with today's complex marketplace. Forty-three consumer experts outline step-by-step procedures that can make you a better informed, more effective consumer. Their advice is supported by anecdotal experiences told first-hand by real consumers. Discussions are personal and conversational, yet well-organized and clearly presented. Various topics deal with handling money, frauds, advertising and shopping for specific items. jh-a

HC 79.C63.C76.T16 640.73
1. Shopping 2. Finance, Personal

CONTEMPORARY CONSUMER SERIES (Books) McGraw-Hill, c1975. 8 books, 8 tg. A

This series introduces students to the topics listed below. Discussions of areas within each topic are presented under easy-to-follow headings. Review questions and consumer problems and activities are listed at the end of each chapter. Teacher's guides include behavioural objectives, teaching suggestions and answers. Topics are: Teaching Suggestions and Answers; Financial Security; Money Management; Understanding the Marketplace; Housing, Furniture and Appliances; Food and Clothing; Health, Education and Recreation; and Protection and the Law. sh-a

Varied 640.73
1. Consumer Education

CONTEMPORARY CONSUMER SERIES FILMSTRIPS (Kit) by Elsie Fetterman. McGraw-Hill, c1975. 8 fs., 8 cass. Approx. $250

Each filmstrip introduces a topic covered in the Contemporary Consumer Series of books (see above) and may also be used on its own. Situations are developed in which young people face different consumer problems. Each filmstrip ends with an open-ended problem and list of discussion questions. The visual content is modern and adequate, but the dialogue is forced and unrealistic. sh-a

TX 167.F43.C76 640.73
1. Consumer Education

CONTRACTS (Videorecord)

see
The Complete Consumer Series

TX 335.AL1.C73.V7
1. Contracts

COOKING IN THE CLASSROOM (Book) by Janet Bruno and Peggy Dakan. Fearon-Pitman (Copp Clark), c1974. 61p. A

A book of child tested recipes for use in the classroom and the home. Recipes for nutritious snacks, salads, and some main course dishes are included. For each recipe utensils and ingredients are listed, and then step-by-step instructions are given in print and in quantitatively accurate illustrations. Optional "Questions for the Cook" which reinforce observation, measuring and other skills accompany each recipe. pr-ue

TX 652.5.B83 371.8
1. Cookery
2. Recipes

COOL COOKING FOR KIDS: RECIPES AND NUTRITION FOR PRESCHOOLERS (Book) by Pat McClenahan and Ida Jaqua. Fearon-Pitman (Copp Clark), c1976. 170p. B

A guide for teaching cooking and nutrition creatively to preschoolers. The importance of teaching food and nutrition to children is emphasized, and basic nutrition information, teaching methods, equipment requirements, recipes, and recipe variations are provided. Sources of enrichment materials, a nutrition bibliography, and an index are provided. A comprehensive treatment of the subject, presenting a wealth of food preparation and food related activity suggestions. pr

TX 652.5.M13   371.8
1. Cookery
2. Nutrition

CO-OPERATION AND COMMUNITY LIFE (Book) by Martyn Glassman and Elaine Kisiow. Manitoba Department of Co-operative Development, c1976. 226p. (Co-operative Curriculum Project) C

A collection of activities designed to help students, age 10-14, develop an understanding of themselves, those around them and their community. Four sections contain writing, listening and many group activity suggestions outlining the focus, potential, materials and approach for each activity. Activities, charts, illustrations, and questionnaires come in a three ring binder printed on stiff cardboard pages. The Community History and Community Life sections are most relevant to co-operatives and consumer education, but all sections could be useful for social studies and guidance courses. tg-ue-jh

HD 3271.G46   301.34
1. (Co-operation) Co-operative Societies
2. Social Studies - Study and Teaching

CO-OPERATIVE OUTLOOKS: BUSINESS EDUCATION (Book) by D. L. Common and S. J. Hodgins. Manitoba Department of Co-operative Development, c1976. unpaged. (Co-operative Curriculum Project) D

A well-developed curriculum to be used in conjunction with business education programs. Units concern co-operation and co-operatives; credit unions; business of co-operatives; and economic, social, and legal processes. A learning support unit and teacher idea book accompany the material. Factual information is provided; supplemented by simulation, case study, debate, field trip, position paper, and discussion ideas to help students develop critical thinking and understanding. Perforated pages with titles, text, illustrations, and activities in clear, well-spaced black print are suitable for reproducing. tg-sh

HD 3271.C731   334
1. Co-operative Societies
2. Business Education

CO-OPERATIVE OUTLOOKS: SOCIAL STUDIES (Book) by D. L. Common and S. Boxer. Manitoba Department of Co-operative Development, c1976. unpaged. (Co-operative Curriculum Project) D

A well-developed curriculum on co-operation and co-operatives to be used in conjunction with social studies programs. Section One presents the History of Co-operatives in Canada, with some mention of Europe; and Section Two investigates Human Behavior: The Individual Society. Teaching strategies and publication format are similar to Co-operative Outlooks - Business Education (see above). tg-sh

HD 3271.C73   334
1. Co-operative Societies
2. Social Studies - Study and Teaching

THE COPING SERIES (Booklets) The Perfection Form Co., c1979. Four Booklets. B

This American learning package is designed to help the average student strengthen his/her problem solving skills in the day-to-day business of living. Booklets provide experience with a wide range of forms conditional to owning a car or using a bank, with a variety of food, drug, and cosmetic labels, and with documents such as leases and lending contracts. Each booklet is divided into lessons with accompanying exercises, and a teacher's guide provides ideas for class discussion and answer keys. Booklet titles and call numbers are as follows:

COPING 1: COMPLETING THE FORMS (Booklet) The Perfection Form Co., c1979. Four Booklets. (The Coping Series) B

TX 335 C791   640.7307
1. Consumer Education - Study and Teaching

COPING 2: HEEDING THE LABELS (Booklet) The Perfection Form Co., c1979. Four Booklets. (The Coping Series) B

TX 335 C792   640.7307
1. Consumer Education - Study and Teaching

COPING 3: READING THE CONTRACT (Booklet) The Perfection Form Co., c1979. Four Booklets. (The Coping Series) B

TX 335 C793   640.7307
1. Consumer Education - Study and Teaching

COPING: TEACHER'S GUIDE AND RESPONSE KEY (Booklet) The Perfection Form Co., c1979. Four Booklets. (The Coping Series) B

TX 335 C794   640.7307
1. Consumer Education - Study and Teaching

COPING WITH A CASHLESS SOCIETY (Kit) Penney, c1976. Fact sheets, Poster, Activity Sheets. (Insights into Consumerism) A

This package discusses EFTS - Electronic Funds Transfer Systems. A history of EFTS and computers, related EFTS terminology, legal issues and the implications of EFTS are presented. Although Canadian law would have to supplement U.S. information, the material serves as a good introduction to a current consumer issue. sh-a

HG 3755.C79 332.17
1. Electronic Funds Transfer Systems
2. Banks and Banking

COPYRIGHT IN CANADA: PROPOSALS FOR A REVISION OF THE LAW (Book) by A. A. Keyes and C. Brunet. Consumer and Corporate Affairs Canada (Supply and Services), c1977. 245p. na

This paper makes recommendations for new copyright legislation in Canada. Many aspects of copyright, copyright law, and copyright law revision are discussed. Material protected by copyright, material not protected and exceptions are outlined and recommendations made. Though technical and detailed, this report should be available to high school students studying Canadian copyright law. sh-a

Z 565.K52 346.710482
1. Copyright - Canada

COSMETICS: WHAT THE ADS DON'T TELL YOU (Book) by Carol Ann Rinzler. Thomas Y. Crowell (Fitzhenry and Whiteside), c1977. 212p. B

This is an easy-to-read fact book about cosmetic products. There is a glossary of general cosmetic ingredients such as antiseptics, emollients, and solvents. Next, general cosmetics - astringents, lipstick, mascara - appear in alphabetical order, described as to ingredients, possible side effects, and economic alternatives. Finally a list of specific cosmetic chemicals and ingredients appears, with possible functions and side effects briefly indicated. sh-a

TP 983.R48 668.55
1. Cosmetics

COSMIC COINSHIP I: LEARNING TO MAKE ALLOWANCES (Book) by Alberta Consumer and Corporate Affairs, Consumer Education Branch. Alberta Consumer and Corporate Affairs, c1979. 32p. A

Undertaken as an International Year of the Child project, this colorful booklet is designed for parents and their children, aged 5 to 12 years, to work through together. Instruction to parents appear on each page, as necessary, as well as in the introduction and conclusion.

Activities and games for children are presented in a spaceship theme, employing a comic book/workbook format, using vivid colors and good quality paper. While this book would be best suited to parent/child use, it could be adapted for use in primary/elementary consumer education programs. pr-us-a

HG 179 A12 332.024
1. Finance, Personal

COUNTING MONEY AND MAKING CHANGE AND MAKING A BUDGET (Book) by Nancy Sellers. McGraw-Hill, c1980. 124p. B

Students can use this workbook independently with some teacher assistance required. The first section shows how to count money (American) and make change correctly. Making and using a budget is discussed in the second section. There are short stories, activities, short tests (with answers), and lists of words to know for each topic.

TX 326 S45 332.024
1. Mathematics 2. Finance, Personal

CREATIVE MATH EXPERIENCES FOR THE YOUNG CHILD: SETS, FRACTIONS, MEASURING AND MONEY (Spirit Masters) by Forte Mackenzie. Incentive Publications (Atlantic Book), c1973. 36 spirit masters. C

This book consists of worksheet exercises for grade 1-3 students on sets, fractions, measuring and money. Tasks vary in complexity, and require substantial reading skills to carry out. Printing and illustrations are done by hand. Of limited value. pr

LB 1534.M19 372.7
1. Mathematics

CREDIT (Kit) Alberta Consumer and Corporate Affairs, c1975. col. slides, cass. Available on Loan

This kit takes a look at credit as a second purchase. Second purchase means one is paying for credit indirectly through an interest rate. Keeping this in mind, the kit deals with the cost of and shopping for credit with the lowest interest rate. sh

HG 3755 A11 332.743
1. Credit

CREDIT (Kit) Alberta Consumer and Corporate Affairs. Consumer Education, c1980. tg., transparencies, duplicating masters, poster, sample copies of handout materials.

This teaching package covers the subject of credit in four sections: description, types, debt, too much credit. Each module provides objectives, relevant information, instructional notes and aids. This is a very thorough presentation of materials dealing with credit which would be useful for teaching adult groups and senior high school classes. tg-sh-a

HG 3755 A42 332.743
1. Credit

CREDIT (Kit)

see
Learning Activity Packages

HG 3755.M14
1. Credit

CREDIT CARDS (Kit) by Sally R. Campbell. Unigraph, c1976. tg, 62p. student activity sheets. (Learning Activity Package) C

Learning Activity Packages are designed for individual instruction and include a teacher's guide and duplicating copy for student activity sheets. The Credit Card package discusses different types of credit cards; when to use credit; and how to establish a credit rating, apply for a credit card and interpret credit card contracts and statements. The Teacher's Guide suggests additional activities, and lists U.S. sources of credit card information. jh-sh

HG 1643.C15 332.76
1. Credit

CREDIT COSTS (Book) by Jean Hibbert and Terry G. Murphy. McGraw-Hill, c1973. 64p. (Consumer Education Issues Series) A pap. (pkg. of 5)

Information is presented to introduce students to all aspects of credit so they will be more aware of their rights and responsibilities and more aware of the dangers of becoming overcommitted. Short case studies are provided with discussion questions and related project ideas. jh

HG 3755.H52.C86 332.743
1. Credit

CREDIT LAW AND BANKRUPTCY HANDBOOK (Book) by Allan A. Parker. International Self-Counsel Press, Library has latest edition. 143p. A

This book is intended to be an introduction and guide to Canadian credit and bankruptcy law. The text is divided into three sections: credit, getting out of debt, Bankruptcy Act. The problems, types, and cost of credit, credit reporting, and debt collection have been covered. A number of solutions to actual debt problems have been outlined. The appendix lists consumer debtor services at the three government levels in Canada.

KF 1040 P22 346.71
1. Credit

CREDIT MANAGEMENT IN CANADA: INSTRUCTOR'S GUIDE TO WORKBOOK (Book) by Robert W. Jackson and David H. Mapleton. Credit Management Services, c1979. 128p. B

The *Instructor's Guide* for the *Student's Workbook* which accompanies *Credit Management in Canada* contains answers to the workbook questions, along with suggestions for teaching a course on Credit and Collections at a technical school level. Only relevant sections on consumer credit would be useful at the high-school level. tg-sh

HF 5566 J131 332.743
1. Credit

CREDIT MANAGEMENT IN CANADA: STUDENT'S WORKBOOK (Book) by Robert W. Jackson and David H. Mapleton. Credit Management Services, c1979. 128p. B

Designed to accompany the text *Credit Management in Canada*, this student workbook contains questions arranged as a series of labs which follow the sequence of topics in the text. Since the intended audience for the text is post-secondary, only a few sections of this workbook - notably those on consumer credit - could be used by high school students. sh-a

HF 5566 J132 332.743
1. Credit

CREDIT MANAGEMENT IN CANADA: THE PHILOSOPHY AND PRACTICE OF CONSUMER, FINANCIAL, AND MERCANTILE CREDIT GRANTING AND COLLECTIONS (Book) by Robert W. Jackson and David J. Mapleton. Credit Management Services, c1979. 522p. C

This text deals with Canadian consumer, mercantile and financial credit in a clear and concise manner. The book is designed to be used primarily at the post-secondary level, although it could be suitable for some high school students. There is an accompanying student workbook, and an instructor's guide to the workbook as well. This textbook is detailed, and would be useful as a supplementary resource for teaching about credit. sh-a

HF 5566 J13 332.743
1. Credit

THE CREDIT SQUEEZE (Kit) Delisle, c1976. fs., cass., script. D

A story, sung to a catchy tune, and cartoon illustrations tell the plight of a newly married couple who get too deep in debt by using credit. It humourously shows how excessive buying can cause marital problems. A very basic introduction to the pitfalls of buying on credit. jh-a

HG 3755.ONB.C84   332.743
1. Credit

CREDIT USE AND ABUSE (Videorecord)

see
The Complete Consumer Series

TX 335.A1.C73.V.6
1. Credit

DATELINE CANADA: UNDERSTANDING ECONOMICS THROUGH PRESS REPORTS (Book) by Peter Kennedy and Gary Dorosh. Prentice-Hall, c1978. 148p. B

Newspaper reports applicable to micro and macro-economic concepts have been reproduced. Questions requiring careful reading of the report, and application of economic knowledge to each situation follow. Economic topic examples are supply and demand, fiscal policy and wage and price controls. Specific reports concern such topics as eggs, dropouts, and corporatism. While authors explain economic terms, adequate teacher preparation would be necessary to use this excellent approach to teaching Canadian economics. sh

HB 171.5.K45   330.971
1. Economics - Study and Teaching
2. Canada - Economic Conditions

DEALING WITH LIFE INSURANCE (Game) Institute of Life Insurance, c1976. 5 decks of cards, tg. B

Activity designed to be used as a supplement to information contained in introductory textbooks on life insurance. Card games based on Gin Rummy, and Go Fish! are the medium used to communicate the wide variety of options available in life insurance coverage. The guide contains instructions, new vocabulary, educational objectives and a mini-quiz to be presented at the end of the unit. sh-a

HG 8773.D34   368.32
1. Insurance, Life

DECIDE FOR YOURSELF: ONE HUNDRED CASES IN CONSUMER CHOICE (Book) by James W. Miller. John Wiley, c1981. 172p. B

The case studies in this secondary school textbook are designed to supplement existing classroom materials on consumer education. There are nine chapters divided according to stages in life from early high school years to retirement. The final chapter presents ten supplementary cases concerning major purchases. Each case has questions supplied to make students analyse the situation and be active problem solvers. A topic index provides alternate access to the cases. jh-sh

TX 335 M54   640.7
1. Consumer Education - Study and Teaching

DECISION: A VALUES APPROACH TO DECISION-MAKING (Kit) by Richard V. Miguel. Merrill (Learning Tree), c1974. Activity cards, spirit masters, books, tg. Approx. $100

Provides a framework for students to clarify their own values and facilitates expressing and acting upon values, thus enabling students to gain insight and perspectives regarding their own lives. Also provides an opportunity for students to examine the components of decision-making and the relationship of values to decision-making. The activities and simulations are based on situations of vital interest to students; many activities are based on data generated by students. jh-sh

BF 441.M58   301.21
1. Decision-making 2. Values

DECISION-MAKING FOR CONSUMERS: AN INTRODUCTION TO CONSUMER ECONOMICS (Book) by E. Scott Maynes. MacMillan, c1976. 364p. C

A detailed look at the knowledge consumers need to make informed purchases and the obstacles to obtaining that knowledge. Discussion of product quality, acquisition and evaluation of consumer information, product testing, consumer redress and other related topics are presented. Vocabulary, academic references, U.S. content plus the indepth look at a specific topic limits the book's usefulness for schools. a

HC 79.C6.M38   640.73
1. Consumer Protection 2. Product Safety

DECISIONS IN LIVING (Book) by Margie Sumnall Jennings. Ginn, c1976. 304p. B

This textbook emphasizes facing real problems and making sound decisions. Open-end dramatic situations introduce each chapter and lead into information helpful in making everyday decisions. Unit titles are: Building Interpersonal Relationships, Building a Family Life, and Using Resources in Living. Sections of this text would be useful to teachers of Guidance, Modern Living, Health and Nutrition, and Consumer Education. sh

BF 441.J41 301.42
1. Decision-making 2. Family Life Education

DECISIONS - THE SIMULATION GAME OF GOALS, CHOICES AND VALUES (Game) by J. L. Easterly. Innovative Education Inc. (Oakland University), c1976. Varied. B

A simulation game based on two concepts - if goals are inconsistent with everyday decisions a person will become frustrated trying to cope, and if goals are consistent with everyday decisions a person will cope with relative ease. Consists of buying, selling and trading to achieve goals set by each player. Provides opportunity for decision-making, valuing and post game analysis. ue-jh

BF 778.D34 658.403
1. Values 2. Decision-making

DEVELOPING VALUES (Kit) Guidance Associates (Visual Education Centre), c1973. 2 fs., 2 cass., tg. Approx. $75

This kit, part of the series "Adolescent Experience", first shows how values are instilled in children. Then three realistic open-ended dramatizations involving people faced with value decisions are presented. Time for class dicussion follows each segment. jh

BF 778.D35 301.21
1. Values

THE DISADVANTAGED CONSUMER (Book) by Allan R. Andreasen. Free Press (Collier-Macmillan), c1975. 366p. C

A comprehensive summary and analysis of a wide range of problems prohibiting a large segment of society from achieving adequate value for their consumer dollar. It also proposes solutions such as building consumer self-reliance, finding business opportunities, and preventing exploitations in order to eliminate or moderate this consumer problem. a

HC 103.P6.An2 301.441
1. Poor 2. Consumers

DO I REALLY NEED A LAWYER? (Book) by Stuart Kahan and Robert M. Cavallo. Chilton Book Co., c1979. 191p. B

The purpose of this book is to illuminate legal rights, to point out many common and uncommon legal problems, and to furnish guidelines for deciding when legal counsel is needed. Consumer protection as well as human rights, family law, wills, negligence, criminal law, and property and business transactions are discussed. A guide to selecting a lawyer and an explanation of the American court system are also given. sh-a

KF 387 K28 340.0973
1. Law - United States

DOES ADVERTISING LOWER CONSUMER PRICES? (Booklet) by Robert L. Steiner. American Enterprise Institute, c1976. 18p. A

This is a reprint from Journal of Marketing, January 1976. The aim of the article is to demonstrate that advertising can lower consumer prices. The author develops a theory to explain why this occurs in strongly advertised industries whose goods are sold through the general retail trade. An examination of the toy industry serves as an example for this theory. sh-a

HF 5827 S73 659.1
1. Advertising

THE DOING BOOK: AN EXPERIMENTAL APPROACH TO CONSUMER EDUCATION (Book) by Tamara Bliss. Middlesex Community College, c1973. 114p. A

Presents role-playing, brainstorming, simulation and discussion exercises for teaching various consumer education topics. Preliminary planning is for adult consumer education but the actual exercises could be used with junior and senior high school students. References are made to U.S. laws and agencies. tg-jh-a

TX 335.B61 640.7307
1. Consumer Education - Study and Teaching

DOLLARS AND SENSE (Book) Quinte District Labour Council. Mika, c1974. 92p. A pap.

This handbook presents information in point form on contracts, advertising, credit, warranties and guarantees, housing, cars and insurance. It is an easy-to-read introduction to consumer information the layman must know in order to protect himself. Specific information and addresses relate to Ontario plans and agencies. sh-a

TX 167.Q4 640.73
1. Consumer Protection - Canada

DOLLARS AND SENSE: A GUIDE TO PERSONAL MONEY MANAGEMENT (Book) by Kenneth W. Weeres. McGraw-Hill Ryerson, c1979. 2nd ed. 173p. A

The purpose of this textbook is to present general guidelines for consumer decision-making in a manner students can understand. Family finance, consumer purchases, investments, the role of the Canadian consumer, and other topics such as consumer assistance are covered. Each chapter is followed by related assignments. This book was written by a former University of Alberta professor and is one of the recommended secondary references for Economics for Consumers 20. sh

HG 179 W4 640.42
1. Finance, Personal

DOOR TO DOOR SALES (Videorecord)

see
The Complete Consumer Series

TX 335.AL1.C73.V.2
1. Salesmen and Salesmanship

DOUBLE-SPEAK BOX: READING THE INFORMATION ENVIRONMENT (Kit) Learning Seed, c1976. 2 fs., 2 cass., tg., Activity Sheets. E

Through specific examples, illustrates how advertisers use double-speak to sell products. Double-speak consists of hidden messages, half-truths, confusion, and emotional manipulation. Exercises give students an opportunity to develop their own double-speak vocabulary and advertisements. An interesting, lively presentation. jh-sh

P 90.D65 659.1
1. Advertising

DOZENS OF WAYS TO MAKE MONEY (Book) by Yvonne Michie Horn. Harcourt (Academic Press), c1977. 83 p. B

A collection of student-tested ideas young people can use to make money. Each idea is presented briefly, in large type, with information on advertising, initial supplies and method of operation. Comments from the original worker are included. Ideas vary in practicality and applicability but many are interesting and workable. jh-sh

HF 5381.H64 331.702
1. Student Employment

EATON'S SPRING AND SUMMER, 1927 (Book) T. Eaton Co. (Musson), c1971. 412p. B pap.

The thousands of items advertised in this catalogue reflect taste and wants of the average Canadian consumer at a time when Canada was enjoying a surging prosperity. In view of the Depression that followed, the catalogue serves not only as a source of entertainment but also as a source of invaluable period information. pr-a

TT 500.A2 658.871029
1. Catalogues - Commercial
2. Fashion - Catalogues

THE ECOLOGY AND CONSUMERS (Kit) by Jane E. Roberts. Visual Education Consultants, c1974. 2 fs., game, tg., student activity sheets. B

The filmstrips entitled "Ecology and You, A Consumer", and "Ecology in the Home" emphasize the effect individuals have on the environment by their everyday decisions as consumers. The material also promotes the active involvement of the learner. pr-uc

QH 541.R54 301.31
1. Ecology

AN ECONOMIC ANALYSIS OF CONSUMER REDRESS MECHANISMS (Booklet) by Alan A. Shapiro. Canada Consumer and Corporate Affairs, c1980. Rev. ed. 67p. Free

The author has examined the factors influencing consumers' use of adjudicative forums for redress of complaints. The investigation hoped to provide a realistic alternative to consumers so as to persuade sellers/producers to voluntarily compensate consumer grievances. Topics cover the theories of the civil process in Canada, consumer problems, litigation and settlement. This is a theoretical discussion which supplies background information on civil dispute resolution mechanisms in Canada. a

HC 110 C6 C24 343.7
1. Complaints (Retail Trade)

ECONOMIC CONCEPTS AND ISSUES (Kit) Penney, c1977. 1 fs., 1 cass., tg., activity sheets, posters. (Consumer Education Modules) C

This kit attempts to provide a basic understanding of economic concepts, goals and issue analysis from a family ecosystem perspective. Module I introduces the family as a business in order to explain economic concepts. Module II presents activities which encourage students to set value and goal priorities. Module III uses posters, charts and activities to explain the CPI, GNP Index of Consumer Sentiment and Unemployment Ratio of the United States. U.S. information will have to be adapted for Canadian use, but the kit is well done and useful. sh

H 62.E7 330.122
1. Economics

ECONOMIC EDUCATION: A GUIDE TO INFORMATION SOURCES (Book) by Catherine A. Hughes. Gale, c1977. 267p. (Economics Information Guide Series: V.6.) D

This is a comprehensive bibliography of elementary and secondary information sources for economic education. General book and media sources are grouped by subject. Specific types of materials such as courses of study, teacher's materials, and periodicals are placed together. Entries include bibliographic descriptions, grade level, and a brief annotation describing the subject matter of each item. Comprehensive author, title, audiovisual, and subject indexes are provided. A publishers' address list is included. a

Z7164.E2H8 016.33
1. Economics - Study and Teaching

ECONOMIC ISSUES FOR CONSUMERS (Book) by Roger L. Miller. West Pub., c1981. 3rd ed. 613p. D

In this textbook, the author discusses issues in the context of the wants, needs and expectations of consumers, together with the influence of industry and government. Issues include the decision to have children, budgeting, spending, saving, energy costs, government services and consumer responsibility. A study guide and practice session provide opportunities for students to develop decision-making skills, and to work through the concepts and problems raised. sh

HG 179 M48 332.024
1. Finance, Personal
2. Economics

THE ECONOMIC SYSTEM (Game) by James S. Coleman and Robert T. Harris. Western Pub., (Whitman Golden), c1969. Varied. E

This game simulates, in abstract form, a conception of the competitive economic system. Each player takes one of three economic roles: worker, farmer or manufacturer. The game is played in rounds, and each round consists of three stages: production, marketing and consumption. The interdependence of the various economic roles in society and the strength of collective action by persons with the same economic role (i.e. labour unions, manufacturers' cartels, etc.) is emphasized in the game. sh

H 67.Ec7 330.122
1. Economics

ECONOMIC SYSTEMS (Book) by Gregory Grossman. Prentice-Hall, c1974. 195p. (Foundations of Modern Economics) C, reference ed.; B paper text

Discusses various performance criteria and values for the appraisal of alternate economic systems, ideologies responsible for each system, and institutions which distinguish each system. Includes descriptions of ways in which an economy may involve the individual in its work. The main characteristics and problems of several capitalist and socialist economic systems are discussed.
a

HB 90.G91 330.1
1. Economics

ECONOMICS (Book) by Paul A. Samuelson and Anthony Scott. McGraw-Hill, c1975. 4th ed. 795p. C, study guide; B, workbook; A, answer key

This book provides a detailed introduction to Canadian economic studies. It deals with basic economic concepts such as national income and its determination and fluctuations, the composition and pricing of national output, distribution of income, international trade and finance and current economic problems. Includes concepts for review and questions for discussion. a 🍁

HC 111.C2.Sa4 330.971
1. Economics 2. Canada - Economic Conditions

ECONOMICS AND OUR COMMUNITY: A RESOURCE UNIT FOR GRADES 4, 5 and 6. (Book) by George G. Dawson. Joint Council on Economic Education, c1973. 25p. A

This unit presents initiatory, developmental and culminating activities for teaching economics, as well as evaluation suggestions. Activities involve discussion, writing, artwork, exploring the community, and simulations. A glossary of terms to know and understand is included. Materials lists are included, but many items are dated. Useful only for the activity suggestions, and the linking of each activity to specific economic concepts. fg-ue

H63.Ec1 330
1. Economics - Study and Teaching

ECONOMICS FOR CONSUMERS (Book) by Leland Gordon and Stewart M. Lee. Van Nostrand, c1977 7th ed. 719p. C

An excellent college textbook which discusses personal finance as well as the forces that decide what shall be produced. It examines the impact of technological advances and psychological techniques on the consumer's ability to judge quality, purity, value and safety of products. U.S. consumer laws and agencies are cited, but the text is stimulating, well-written, and thoroughly documented. sh-a

H 63.G95 332.024
1. Economics 2. Finance, Personal

ECONOMICS FOR THE PRIMARIES (Kit) Society for Visual Education (Moyer Vico), c1973. 4 fs., 4 cass., tg. Approx. $100

The Toy Store, The Breakfast, The Doghouse, and The Garden present economic concepts to children. Wants versus needs, products, services, consumption, opportunity costs, income, specialization and interdependence are discussed. Natural and human resources, capital goods, and using resources to produce goods and services are presented through realistic dialogue accompanied by appropriate photographs. pr-ue

H 62.Ec75 330
1. Economics

ECONOMICS FROM THE CONSUMER'S PERSPECTIVE (Book) by Lewis Mandell. Science Research Associates, c1975. 279p. C

An introductory college text addressing the American consumer. Economics, the structure of the American economy, the role of the family in the economy, housing, credit, investments, and taxation are some of the topics covered. Emphasis on the U.S. economy restricts the usefulness of the text in Canadian situations. a

HG 179.M26 330
1. Finance, Personal 2. Economics

ECONOMICS IN OUR WORLD (Kit) by Dr. A.M. Frankel and Dr. Arthur Lloyd Welsh. Teaching Resource Films (A.I.M. and Ginn), c1971. 8 fs., tg., activity cards. Approx. $75

Topics covered include: specializing and exchanging, we are all consumers, working and earning, economic systems, money and exchange, labor unions, international trade, and government goods and services. The illustrated pictures in the filmstrips are geared toward upper elementary or junior level students, however, the text would also be useful for basic education adult students. There is a significant amount of U.S. information presented. jh

H 63.Ec7 330
1. Economics

ECONOMICS IN PLAIN ENGLISH: ALL YOU NEED TO KNOW ABOUT ECONOMICS - IN LANGUAGE ANYONE CAN UNDERSTAND (Book) by Leonard Silk. Simon and Schuster, c1978. 216p. B

The author, with some twelve titles to his credit, presents basic economic concepts in an easily understandable and highly readable fashion. Economics at a personal, national, and world level are explained clearly and simply, and economic theories are traced through their history and development to their present applications. Silk acknowledges use of a report entitled A Framework for Teaching Economics: Basic Concepts, by the Joint Council's Master Curriculum Committee, so it is not surprising that this book appears to be ideally suited to teaching economics in the classroom. sh-a

HB 171 S56 330
1. Economics

ECONOMICS IN THE BUSINESS CURRICULUM (Book) Joint Council on Economic Education, c1972. 94p. A

This is a collection of articles that discuss the general economic concepts which should be integrated into business classes. Specific course suggestions are given to include in general business, business law, accounting, and consumer economics. tg-sh

TX 147 E7 375.330
1. Business Education
2. Economics - Study and Teaching

THE ECONOMICS OF POLLUTION (Kit) Joint Council on Economic Education, c1970. fs., record, tg. D

This kit emphasizes the cost factor involved in pollution. It points out that the cost of pollution is ultimately born by the consumer. It analyzes whether or not these costs are larger than the costs which would be involved in solving the pollution problem. jh

TD 177.Ec7 333.7
1. Pollution 2. Ecology

ECONOMY SIZE: FROM BARTER TO BUSINESS WITH IDEAS, ACTIVITIES AND POEMS (Book) by Carol Katzman and Joyce King. Goodyear Publishing Co., c1978. 153p. B

Text, poems, and activities, including a play, introduce basic economic concepts such as money, consumerism, work, marketing, and inflation. A final chapter deals with establishing and operating a business. Pages 95 to 153, inclusive, are "tear sheets", to be used or duplicated for student activities. The book lacks cohesiveness and logic; (why should a poem be an activity sheet?). The vocabulary, reading level, and difficulty of concepts introduced are at a junior high level, while activities such as play-dough are more suitable for primary or elementary students. It may, however, be used as a source of ideas for teachers in elementary consumer education. us-jh

HB 171.7 K23 330
1. Business - Juvenile Literature
2. Economics - Juvenile Literature

THE EDUCATED CONSUMER (Audiorecord) CBC Learning Systems, n.d. 30 minutes B

This program deals with different facets of the "educated consumer". Several nutritious snack and lunch programs are looked at via interviews with the teachers conducting them. Examples of known cancer agents still on the market are cited, and the question "Why is scientific awareness of consumer problems not applied more rigorously?" is asked. The program ends with the First National Consumer Awareness Quiz. A lively but lengthy presentation, which presented in sections, could spark discussion. sh-a 🍁

TX 335.Ed11 640.73
1. Nutrition 2. Consumer Education

EDUCATOR'S GUIDE TO TEACHING AUTO AND HOME INSURANCE (Booklet) Insurance Information Institute, c1977. 20p. A

This well-written manual will help teachers present a unit on property and liability insurance in a meaningful and motivating manner. A framework of key concepts and generalizations, performance objectives based on Bloom's taxonomy of educational objectives, a list of words and terms, and suggested learning experiences are outlined for each topic presented. A portion of the guide offers general teaching suggestions, and a brief list of information sources and educational materials is also included. Although the material is American, many valuable ideas for teaching insurance can be gained from this guide. tg-sh

HG 8773 E8 368
1. Insurance

EFFECTIVE CONSUMER EDUCATION PROGRAMS: REPORT ON QUESTION 1 OF THE CONSUMER EDUCATION DEVELOPMENT PROGRAM (Booklet) by Charles Monsma. Michigan Consumer Education Centre, c1979. 45p. n.a.

Here is a detailed consideration of the major factors which contribute to effective consumer education programs. Three sections are reviewed: consumer education as a field of study; the content of consumer education; support for these programs. This report provides useful ideas for developing the rationale and goals of an individual program. tg

TX 335 M76 640.7307
1. Consumer Education - Study and Teaching

EFFECTS AND FUNCTIONS OF TELEVISION: CHILDREN AND ADOLESCENTS: A BIBLIOGRAPHY OF SELECTED RESEARCH LITERATURE, 1970-1978 (Book) K.G. Saur, c1979. 172p. C

The references in this bibliography deal with the behaviour of children and adolescents in the process of mass communication. The use of television and its effect on these subjects' personality development and socialization is also covered. A contents list provides the subdivision headings for 914 titles which are listed in alphabetical order. Author and subject indexes have been supplied also. a

Z 5814 T45 E3 016.371
1. Television

EFFECTS OF TELEVISION ADVERTISING ON CONSUMER SOCIALIZATION (Booklet) by Scott Ward. Marketing Science Institute, c1973. 63p. A

This research paper presents the findings of a 1973 study into children's reactions to television advertising. Over 600 children from 5 to 12 years of age and their parents were interviewed. The report focuses on three areas of concern: mothers' goals for their children as consumers; children's attitudes and knowledge regarding TV commercials, products, and money; and different kinds of children's consumer behaviour. Teachers and parents should find the discussions helpful in dealing with the issue of children and television. a

HF 5832 W27 301.161
1. Television

ELECTRICITY, THE INDIVIDUAL AND THE ENERGY CRISES (Kit) Penney, c1974. Fact sheets, activity sheets. (Insights into Consumerism) A

Presents background information and tries to increase an awareness of the individual's role in the conservation of energy. It discusses energy and its function in our society and the alternatives to be aware of and act upon, as well as encouraging readers to rethink the consequences of their decisions. Actively involves participants and provides the basis for a meaningful learning experience. jh-sh

HD 9545.E12 333.8
1. Energy Conservation

EMPLOYEE/EMPLOYER RIGHTS IN CANADA (Book) by James C. Robb and Barrie Chivers. International Self-Counsel, c1976. 114p. (Self-Counsel Series) A

Part I deals with the law of Individual Labour Relations, including legal and other information on employment contracts, obtaining employment, employer/employee duties and liabilities, conditions of employment, worker's compensation, unemployment insurance and the Canada Pension Plan. Part II covers the law of Collective Labour Relations including information on The Alberta Labour Act, collective bargaining, trade unions and arbitration. sh-a 🍁

HD 6961.C43 344.01
1. Industrial Relations 2. Law - Canada

ENERGY SOURCES FOR TODAY: THE RENEWABLE ENERGY HANDBOOK (Book) Energy Probe, c1978. 239p. B

This handbook begins with a brief explanation of what energy is and how it is used. Explanations of solar, wind, biomass, tidal wave, ocean thermal, and geothermal energy are given. All information is related to Canadian potentials and policies. Some of the ways renewable energy sources can be harnessed by commercial interests and individuals are described. An extensive bibliography and further reading suggestions are provided. There is no index, but a comprehensive table of contents leads to specific information. A handy reference for school libraries.

🍁

TJ 163.3.E3 333.7
1. Energy Conservation

ENERGYBOOK #1: NATURAL SOURCES AND BACKYARD APPLICATIONS (Book) by John Prenis, ed. Running Press, c1975. 112p. B

The current emphasis on alternative forms of energy is reflected in this collection of papers and reports on experiments with solar, wind, tidal, methane and bio-gas, and geothermal energy. Quality is uneven throughout the papers, and fluctuates as well in diagrams, only a few of which are drawn to scale. Since the book is intended for interested laymen and "backyard experimenters" the variations in quality may not be a disadvantage, but the more scholarly papers included may be much beyond the capabilities of high school students if this book is adopted for use in secondary schools. The detailed table of contents serves as an index, and a short annotated bibliography is included. sh-a

TJ 163.3 E37 333.79
1. Energy Conservation

ENERGYBOOK #2: MORE NATURAL SOURCES AND BACKYARD APPLICATIONS (Book) by John Prenis, ed. Running Press, c1977. 125p. B

Energybook #2 follows the format of Energybook #1, but is slightly more technical, and appears to be more even in quality among the papers and reports. Illustrations in Energybook #2 rely less on sketches, and more on photographs, and therefore present a more authentic appearance. A six-page glossary precedes the text, and an annotated bibliography and manufacturer's directory are also included. Although this collection of essays on alternative energies would be most useful to interested laymen, it could also be utilized in high school classes, especially in consumer education units on housing and household operation. sh-a

TJ 163.3 E37 V.2 333.39
1. Energy Conservation

ENRICHING THE CURRICULUM THROUGH CONSUMER EDUCATION (Book) by Amy D. Heintz. Nevada Dept. of Ed., c1974. Rev. ed. 226p. A

Teachers are provided with a framework within which they may help students explore various aspects of consumer education, including their consumer attitudes and decision-making processes. The guide format gives concepts, related learning activities and resources. tg-ue

TX 147.N41 372.8
1. Consumer Education - Study and Teaching

ENVIRONMENT SOURCE BOOK - A GUIDE TO ENVIRONMENTAL INFORMATION IN CANADA (Book) Canada Fisheries and Environment (Alberta Environment), c1978. 115p. A

Gives addresses and phone numbers for Canadian sources of environmental information. Federal and provincial departments and agencies are listed with brief descriptions of their functions and the legislation they are responsible for. Citizens groups are listed by province with information on their objectives, activities, and publications. A briefly annotated bibliography of general books, and a list of sources of audiovisual aids are included. A short index is provided. ue-a

🍁

GF 50.En1 574.5025
1. Ecology

ENVIRONMENTAL SIMULATIONS (Game) by Ben Vass. Scholastic-TAB, c1976. tg., student booklets, poster. E

A set of 4 simulations designed to actively involve students in current environmental issues. The urban expressway, national parks and highways, airports versus citizens, and the elements of a city are given a closer look by students as they don the roles of various community members. Each simulation requires a class period and minimal teacher preparation. Stimulating activities for social studies and geography classes. jh-sh

🍁

LB 1029.55.V44 333.77
1. Ecology

THE ESSENTIAL GUIDE TO PRESCRIPTION DRUGS: WHAT YOU NEED TO KNOW FOR SAFE DRUG USE (Book) by James W. Long. Harper and Row (Fitzhenry and Whiteside), Rev. ed., c1980. 863p. B

A reference book for safe drug use. Brand name drugs are cross referenced to generic drug names, which are described according to brand names, drug family, available dosages, how the drug works, side effects, and other pertinent information. Drug use do's and don'ts, a glossary of drug-related terms, lists of drug families, and tables of useful drug information are included. An easy to use and understand guide. sh-a

RM 300.L64 615.1
1. Drugs

EVERYONE'S MONEY BOOK (Book) by Jane Bryant Quinn.
Delacorte Press, c1979. 874p. C

This very comprehensive guide to personal finance is written in a clear and interesting style, and is intended for the adult consumer who has little or no background in consumer education. Its straight-forward approach and readability would make it easily adaptable for supplementary use in secondary consumer education, however, and its excellent organization would allow reference to specific topics of particular relevance. Among the applicable topics are those on budgeting, credit, insurance, investments, housing, and consumer rights and responsibilities. A directory for consumer complaints and information gives only American addresses, and prices quoted throughout the book are not always comparable to Canadian prices; but if these regional biases are accepted, this book contains a wealth of consumer-oriented information. sh-a

HG 179 Q56 332.024
1. Finance, Personal

THE EYE OPENER: DIRECT SALES (Kit) Prince Edward Island. Department of Provincial Secretary, n.d.
fs., cass. A

A skit in which a woman buys a vacuum cleaner from a door-to-door salesman illustrates some of the pitfalls of direct sales purchasing. Visuals consist of drawings and sample forms which support the adequate, if contrived, dialogue. Prince Edward Island laws and agencies are mentioned, but general information is relevant to all consumers. sh-a

HF 5451.Ey3 343.07 🍁
1. Salesmen and Salesmanship
2. Consumer Protection

FACTS OF THE GENERAL INSURANCE INDUSTRY IN CANADA (Book) Insurance Bureau of Canada, 8th ed. 49p.
Free

This fact book is meant to be used as a ready reference guide and source of information on the Canadian insurance industry. Statistics and graphs are given for such topics as fire losses, premiums written, automobile and property insurance. A glossary of insurance terms has also been provided. sh-a

HG 8019.C16 F11 368 🍁
1. Insurance

THE FAMILY BUDGET BOOK (Book) by Alice L. Priest.
Lorenz Press, c1978. 136p. B

Built around the thesis that spending patterns are highly individualized, this book encourages a personalized approach to budgeting to accommodate the lifestyles of both "savers" and "spenders". Cooperation by all family members in the budgeting process is stressed, with children participating in setting family goals and in understanding how goals can be reached. The large paperback format, large, clear print, and easy-to-duplicate forms, charts, and questionnaires combine to make this an attractive and practical classroom resource. sh-a

TX 326 F6 640.42
1. Budgets, Personal

FAMILY DECISIONS: A SIMULATED CHOICE/CHANGE GAME (Game) by Dorothy S. Price. Washington State University, c1972. 440p. B

This game is composed of four family situations representing families at four different socio-economic levels: poverty, low but not poverty, middle and upper middle. It is designed to be used in a variety of situations: teaching, counselling with single families or groups of families, and research. The primary emphasis of the game is on the process of decision-making.
sh

HQ 728.P93 658.403
1. Family Life Education 2. Decision-making

FAMILY INFLUENCES ON ADOLESCENT CONSUMER BEHAVIOR (Booklet) by Scott Ward and Thomas S. Robertson.
Marketing Science Institute, c1970. 18p. A

This study investigates the influence of family communication on adolescent consumer behavior and the development of adult consumer patterns. The research indicates that family communication about consumption increases the likelihood of adolescents adopting the consumer values they perceive their parents to hold. It also found that adolescents from homes with more communication had more materialistic values and had more positive attitudes toward television commercials. Hypotheses that were not supported are also discussed, and a list of references and tables summarizing the data are included. This paper would best serve as a teacher resource for information on consumer research. a

HC 79.C6 W21 658.8348
1. Youth as Consumers

THE FEMALE CONSUMER (Book) by Rosemary Scott.
Wiley, c1976. 352p. D

This is a sophisticated study of the woman as a consumer. British and U.S. market statistics and research results are used to describe how women buy, what influences them, how they dominate some markets, and encroach upon others. It criticizes the approach and attitudes of marketers and advertisers toward the female consumer. Interested teachers and high school students will find this a useful reference. Indexed. a

HF 5353.Sco8 658.834
1. Women as Consumers 2. Consumers

FIGHT BACK! AND DON'T GET RIPPED OFF (Book) by David Horowitz. Harper & Row, c1979. 308p. B

How to become an assertive consumer is the subject of this very readable book. Information is given on rip-off schemes, advertising, automobiles, supermarkets, restaurants, mail order sales, professionals, credit and household movers. Strategies for dealing with common consumer problems in these areas are also outlined. Anecdotes and exposés add interest to this guide to consumer awareness. jh-a

HC 110 C63 H67 381.3
1. Consumer Protection

FIGHT THAT TICKET IN ALBERTA (Book) by Jack D. James. International Self-Counsel Press, c1979. 2nd ed. 80p. A

This is an information book on traffic offenses and the law in Alberta. Guidelines are given on what to do when an accident occurs, on how to decide if you have reason to fight a ticket, and on preparing for and attending a trial with or without a lawyer. A list of traffic violations with their corresponding demerit points is includad. sh-a

HE 5635 A5 J23 1979 345.0247
1. Law - Alberta

FINANCIAL MANAGEMENT FOR WOMEN IN TRANSITION (Book) by Michigan Consumer Education Centre. Michigan Consumer Education Centre, c19[illegible]9. 146p. B

Developed as a teacher inservice module for women's adult and community education programs in the United States, much of the information contained in this book can be adapted for use in secondary schools. Of particular interest are the sections on food buying skills, saving and investing, and wills and estates. Suggested activities are often applicable to secondary students as well, but teachers may have to revise some of these to eliminate the emphasis on women and the American bias. An annotated bibliography is included, but there is no index. sh-a

HG 179 F4 332.024
1. Finance, Personal

FINANCIAL SECURITY (Book)

see
Contemporary Consumer Series

HG 179.M19.F 49
1. Finance, Personal

FINANCING AND INSURING A CAR (Kit)

see
Learning Activity Packages

TL 162.M14
1. Automobile Purchasing

FINDING A GOOD USED CAR (Book) by William Fletcher. Science Research Associates, c1977. 65p., tg. A

The primary objective of this manual is to help students choose a used car wisely by learning how to properly appraise vehicles. The text is suitable also for students who have serious reading handicaps. Each section includes review questions, words to know, and a summary of important points. Clearly labelled diagrams ensure understanding of how a car works and what constitutes car damage. jh

TL 151 F63 629.2222
1. Used Cars

FIRE, FABRICS AND YOU (Kit) Penney, c1975. fs., cass. B

Charts regarding development of flammability legislation in the U.S. describe flammability testing procedures and the properties of flame resistant materials. How the individual can guard against fire hazards is discussed, as well as the consumer's role in changing government standards. ue-a

TH 9446 I47F51 614.8315
1. Product Safety
2. Textile Industry and Fabrics

F.L.I.P.: A FAMILY BUDGETING SIMULATION (Game) Instructional Simulations, c1970. tg., 15 participants' manuals, information sheets. E

A learning unit dealing with the management of family economic patterns. Participants learn by doing; they encounter real life problems and make realistic economic decisions. Excellent for married or engaged couples. Up to 40 players in teams of 2 may participate in this hour-long simulation. sh-a

TX 326.F64 640.42
1. Budgets, Personal 2. Family Life Education

FOOD (Book)

see
Cashing in on Consumer Knowledge

TX 356.W21
1. Food

FOOD ADDITIVES (Kit) by Grace C. Granberg, Unigraph c1976. tg., student activity sheets. (Learning Activity Packages) C

Learning Activities Packages are designed for individual instruction and include a teacher's guide and duplicating copy for student activity sheets. This package creates an awareness of the food additive controversy. It provides practical information on food additives, and then outlines a method for analysing specific controversies. The U.S. GRAS list (Chemicals Generally Regarded as Safe) and FDA rulings are cited, but the analytic approach is applicable to Canadian situations. jh-sh

TX 553.A3.Gr75 664.06
1. Food Additives

FOOD AND CLOTHING (Book)

see
Contemporary Consumer Series

TX 356.I4
1. Food 2. Clothing and Dress

FOOD AND NUTRITION: REPORT ON A SURVEY OF THE ATTITUDES OF MOTHERS (Book) by Canada Market Research Ltd. Grocery Products Manufacturers of Canada, c1979. 115p. B

This report was originally prepared for presentation to an association of food manufacturers by a market research firm, but the results of the survey undertaken have strong implications for consumer education programs. Conclusions drawn indicate that Canadian mothers do not have a clear idea of what "nutrition" means, and that they consider the mass media as their most often used source of information about food and nutrition. This report would be useful to teachers in developing a unit on nutrition and food shopping, and could also be utilized as a source of information by very capable secondary students. sh-a

TX 355 F7 641.3 🍁
1. Food 2. Nutrition

FOOD DOLLARS AND SENSE (Kit) Money Management Institute. (HFC), c1975. fs., cass., tg., pamphlets. B

Six concepts are presented: developing a spending plan; nutrition; intelligent pre-shopping; use of shopping aids; point-of-sale shopping skills and food storage and preparation. The teacher's guide provides teaching strategies, resources and script. References to Canada, cartoon pictures and interesting narration add to the kit's value. jh-a

TX 326.F68 641.3
1. Food

FOOD FOR THOUGHT (Book) Manitoba Home Economics Directorate. Manitoba Dept. of Health and Social Development (Queen's Printer, Manitoba), no date. 167p. A pap.

This program develops an awareness of food in the kindergarten student. For older elementary students it covers balanced meals, the importance of good health, the role of food producers and suppliers, caloric requirements, important nutrients and wise food selection. Each unit presents a concept, and each section presents a pretest, background information, and learning activities. tg-pr-ue 🍁

TX 364.F73 372.8043
1. Nutrition

FOOD IN PERSPECTIVE (Book) by Harold Jackson and Frederick Wolfe. Pica Pica Press, c1978. 144p. B

Although this book is designed for a first year university level course in Food Science, it would serve as an excellent source of information for teachers, and could also be used by capable secondary students. Organized into four units entitled Food and Man, Food Processing, Food Safety, and Food and You, topics include historical perspectives, world food supply, food additives, food standards, and health foods. Information is drawn from professorial lecture notes, and no attempt is made to develop a pleasing narrative style; in fact some paragraphs consist entirely of sentence fragments. However, the meaning is always clear, and the information relevant and easy to assimilate. Not indexed, but arranged for quick location by page and topic titles. sh-a

TX 354 J33 641.3
1. Food

FOOD MYSTIQUE? (Kit) Canada. Health Protection Branch (Visual Education Centre) n.d. 28 slides, cass., script D

This kit examines some of the misbeliefs concerning food and presents facts covering these areas: refining of foods, additives, pesticides, wonder foods, and government protection legislation. Information is introductory in nature. Slides are of colorful cartoon drawings which illustrate the points made. The role of the Canadian Food and Drug Act and Food and Drug Regulations in the retailing of food products is emphasized. sh-a

TX 341.C162 641.31 🍁
1. Nutrition 2. Food Additives

THE FOOD WE EAT (Kit) Society for Visual Education (Moyer Vico), c1972. 6 fs., 3 cass., tg. Approx. $75

Illustrates the many processes of producing food. How we get bread, milk, meat, fruit, vegetables, poultry and eggs are filmstrip topics. The narration is simple and "Words and Phrases to Know" are listed. pr-us

TP 370.F73 338.01
1. Food

FOOD: WHERE NUTRITION, POLITICS AND CULTURE MEET: AN ACTIVITIES GUIDE FOR TEACHERS (Book) by Deborah Katz and Mary T. Goodwin. Centre for Science in the Public Interest, c1976. A

A socially conscious food and nutrition teaching guide. Limited background information is given, with extensive, well-thought-out activity plans for involving students in gathering their own information. Topics typical of food and nutrition courses are covered - eating habits, essential nutrients, and nutrition and disease. As well, in-depth coverage is given to food and the consumer, food supply, and hunger. tg-jh-a

QP 141.K11 641.31
1. Nutrition 2. Food

FOR OLDER PEOPLE: EATING RIGHT FOR LESS (Book) Editors of Consumer Reports. Consumer's Union of United States, c1976. 75p. A

Consumer's Union has prepared this book to help elderly consumers shop wisely for nutritious food and to eat a well-balanced diet. The book aids individuals in planning nutritious, low cost, appetizing meals. It also provides references to ratings of various foods based on Consumer's Union's latest tests of these products. Although the book focuses on older people, it provides useful information for consumers of all ages. jh-a

TX 351.52.E44 641.1
1. Nutrition 2. Food

FORMS IN YOUR LIFE (Book) by Thomas F. Elrick and Lesley Wyle. Globe, c1976. 89p. A pap.

A series of 22 reproduced forms a person may encounter. Canada savings bond purchase, social insurance number and car loan applications; deposit and withdrawal slips, and an income tax return are examples of the forms included. Difficult vocabulary from each form is listed with space for definitions. Forms are original type size, and often, realistically hard to read. jh-a

HF 5371.E17 332
1. Business Education
2. Banks and Banking

THE FORMULA BOOK (Book) by Norman Stark. Sheed, Andrews and McMeel (Gage), c1975. 209p. B

Simplified from the textbook, The Formula Manual, The Formula Book contains recipes for common consumer products such as fly spray, cold cream, and antifreeze. Sections include Around the House; Personal; Automotive and Mechanical; Garden, Agricultural and Livestock; For Sports and Camping; and Safety and First Aid. Instructions are in nontechnical language and recipes use readily available ingredients. Appendices include conversion tables, metric equivalents, definitions, sources of chemicals, and other helps. jh-a

T 49.S82.V.1 660.028
1. Recipes

THE FORMULA BOOK 2 (Book) by Norman Stark. Sheed, Andrews and McMeel (Gage), c1976. 193p. B

The Formula Book 2 uses the same sections as The Formula Book (see above) to present more chemical recipes for the layman. New recipes include coffee extract, foot powder and plant fertilizer. The appendices are repeated. jh-a

T 49.S82 660.028
1. Recipes

THE FORMULA BOOK 3 (Book) by Edward Nigh. Gage, c1978. 185p. A

The Formula Book 3 uses the same sections as the first two volumes to present more chemical recipes in response to consumers' letters. The appendices are basically the same. jh-a

T 49 S 823 660.028
1. Recipes

FOR SALE BY OWNER: SELL YOUR OWN HOME AND SAVE THOUSANDS (Book) by Russell Oddy. International Self-Counsel Press, c1980. 89p. A

The purpose of this book is to explain in simple lay terms what and what not to do in order to succeed in selling your own home. Readers are taken step-by-step through the preparations for sale, advertising, types of agreements to make, and how to close the sale. One chapter discusses selling a condominium. Sample contracts and a mortgage repayment schedule are included. a

HD 1379 O 32 346.043
1. House Buying

FORUM PLUS: PROBLEM SOLVING CONSUMER EDUCATION (Kit) J.C. Penney Co., Inc., c1979. 1 Teacher's Guide; 1 periodical; 3 booklets; 2 workbooks; 2 posters with guides; 1 evaluation sheet. C

This kit attempts to provide something for everyone, but succeeds only in part. The periodical, Forum, is entirely devoted to issues in education in the 1980's, and covers a potpourri of topics. One workbook on transportation is designed for senior high; another on the impact of television on children is intended for senior high and adults. One poster with activity guide is aimed at preschoolers, the other at adolescents. The three booklets deal with life insurance at an adult level. The teacher's guide summarizes the material contained in the kit, but is not adequate in developing any real cohesion. pr-a

TX 335 F77   640.7307
1. Consumer Education - Study and Teaching

A FRAMEWORK FOR TEACHING BASIC ECONOMICS: BASIC CONCEPTS (Book) by W. Lee Hansen. Joint Council on Economic Education, c1977. 52p. (Master Curriculum Guide in Economics for the Nation's Schools) C

Part I of the U. S. Master Curriculum Guide in Economics outlines the objectives of economic education and the elements of economic understanding. Basic economic concepts relevant to the basic economic problem, economic systems, microeconomics, macroeconomics, and the world economy are presented in chart form and then discussed briefly. Information on how to identify economic issues and examples of how to link theory to real situations are given.

H 63.H19.PtI   330.07
1. Economics - Study and Teaching

FRAUD (Book)

see
Cashing in on Consumer Knowledge

HV 6691.W21
1. Fraud

FRAUDS AND HOAXES (Kit) Editors of Scholastic Scope Magazine. Scholastic Book Service, c1975. student booklet (32p.), 6 ditto masters, tg. B

The teaching guide describes the aims and objectives of the kit which emphasizes student choice, attitudes, value and self-expression. Through stories and articles this kit presents some of the better know frauds and hoaxes and allows the students to make evaluative decisions about them. ue jh

HV 6691.F84   364.163
1. Fraud

FREE AND INEXPENSIVE LEARNING MATERIALS (Book) George Peabody College for Teachers, Incentive Publications (Atlantic Book), c1979. 19th ed. 248p. A

An annual list of free and inexpensive learning materials for all education subjects. Items are listed alphabetically by subject with title, source, address, price, and brief description of each item or set of items. Sources are U.S., and pamphlets, pictures, charts and teacher's guides predominate. Several subject areas, such as Consumer Affairs, Nutrition, Energy, and Money Management list materials relevant to consumer education. a

LB 1043.5.M77   016.3713078
1. Education - Catalogues

THE GAME OF FUTURE SHOCK (Game) by James and Margaret Adams. James Adams (World Future Society), c1974. board, cards, rules. B

2 - 5 players collect Stability cards in order to withstand the future shock created by Major Change cards. The player who finishes the game with the most Stability cards wins. While success is a matter of chance, players are introduced to the concepts of future shock, stability, and change. jh-a

HN 17.5.G14   301.24
1. Social Change

GENDER ADVERTISEMENTS (Book) by Erving Goffman. Harper and Row, c1976. 84p. A

A social scientist takes a penetrating look in this monograph at the way women are portrayed in advertisements. Over 500 illustrations point to the more subtle techniques used to depict women as subordinate or child-like. The pictures are grouped so that the majority illustrate gesture, expression, or posture that seems natural for one of the sexes, but the last picture in each series shows the same pose or behaviour with the sexes switched. Commentary is made in the text on cultural and social implications, but the most striking conclusions are gained from the reproduced advertisements themselves. sh-a

HF 5827 G55   659.13
1. Advertising

GENERAL BUSINESS AND CONSUMER FUNDAMENTALS (Book) by James T. Treliving. McGraw-Hill, c1978. C; student bk., A; tg., B

A comprehensive, but unexciting textbook for high school business students. Some of the topics covered include production and distribution of goods, budgeting, credit, banking, saving, insurance and consumer protection. Review exercises follow each chapter, and a student workbook provides forms and worksheets. A teacher's resource book describes each unit, lists objectives, and suggests further activities. Illustrations are dated, but the Canadian content is valuable. sh-a

HC 79.C63.T71   332
1. Business Education

GETTING DOWN TO BASICS ABOUT ADVERTISING (Kit) Canadian Advertising Advisory Board, c1974. 2 fs., 2 cass., tg. K

Intended to help students better understand the purpose and practice of advertising in the Canadian economy. By looking at advertising from two viewpoints - the consumers' and the manufacturers' - it explains the role of advertising in the marketing chain and its contribution as an effective selling tool in our economy. sh-a

HF 5815.C2.G33 659.1
1. Advertising

GETTING GRANNY (Videorecord)

see
The Complete Consumer Series

TX 335.A11.C73.V.2
1. Sales and Salesmanship
2. Advertising

GETTING SATISFACTION: THE CONSUMER GAME (Booklet) Consumers' Association of Canada, c1978. 32p. A

This booklet reprints pages 15-46, inclusive, of the September 1978 issue of Canadian Consumer. Originally designed as an insert in that periodical, the booklet is intended to give an overview of the resources that exist to assist Canadian consumers. Also included are articles on food labeling and shopping, automobiles, computerized billing, and changes in registered retirement savings plans. Addresses of consumer service offices are listed, and miscellaneous addresses accompany specific articles. This small booklet contains a wealth of information for consumers who would like to learn how to complain and get satisfaction. sh-a

TX 335 G33 381.3
1. Consumer Protection

GETTING WHAT YOU DESERVE: A HANDBOOK FOR THE ASSERTIVE CONSUMER (Book) by Stephen A. Newman and Nancy Kramer. Doubleday, c1979. 328p. B

Any consumer can become an expert at self-defense in the marketplace by knowing his/her legal rights and how to assert them. Knowledge of advertising, contracts and warranties, complaining effectively, fraudulent schemes, credit, health care, consumer laws, and taking direct action can also help consumers protect themselves. Although this handbook is American, many of the principles and techniques discussed are applicable to Canadian consumers. sh-a

HC 110 C63 N48 381.34
1. Consumer Protection

GHETTO (Game) by Dave Toll. Merrill (Learning Tree), c1969. Varied. E

Players are given a personal profile describing the educational, family and economic situation of a poor person. With chance cards and money chips, players try to improve their situation. The game demonstrates how neighbourhood conditions, economic pressures and poor planning cause people to go on welfare, enter illegal activities and fail to succeed. A game requires 8-10 rounds, with 3 rounds lasting an hour. jh-a

HC 103.P6.G34 339.46
1. Poor

GO WATCH TV: WHAT AND HOW MUCH SHOULD CHILDREN WATCH (Book) by Nat Rutstein. Sheed, Andrews and McMeel (Gage), c1974. 213p. B

Alerts parents to TV's capacity to influence human development. The book points out not only the damaging effects, but also TV's potential as a positive social force. Suggestions are made on how both parents and children can overcome dependencies on TV and gain control of the medium. Much of the information and suggestions will be of interest to teachers. a

HE 8690.R9 301.161
1. Television

GOOD BUY! BUYING HOME FURNISHINGS (Book) by Marilyn Thypin & Lynne Glasner. Marvin Melnyk, c1980. 59p. A

In this story we follow the steps that a newly married couple go through in deciding to buy a new couch for their apartment. In their considerations, they explore the features that should be evident in a well-made couch. Alternate methods of payment are explained and in particular, a store installment credit plan which the couple finally chooses. This is an easy reader that students can read and understand by themselves. jh-sh

TX 167 T42 645
1. Furniture 2. Finance, Personal

GOOD CENTS: EVERY KID'S GUIDE TO MAKING MONEY (Book) Amazing Life Games. Houghton, c1974. 128p. B, hc., A pap.

Outlines various money making schemes from lemonade stands and crafts to sell, to services such as dog washing and dryer sitting at the laundromat. Addressed to children, cartoon drawings, black and white photographs, and instructional diagrams vary the format and add interest. Teachers and parents could use ideas for art, drama and seasonal activities. ue-jh

HD 8036.A45 658.022
1. Student Employment

THE GOOD IDEA HOW TO SAVE MONEY BOOK (Book) by Peggy Whitt. TAB Books, c1978. 320p. B

The greatest portion of this book is devoted to money-saving tips for homemakers, and covers a multitude of subject areas such as sewing, cooking, car maintenance, and energy conservation. While many of the practical suggestions would be most useful to adults, the sections most suitable for secondary school consumer education are those on shopping wisely and organizing record-keeping. A brief index is included, but does not provide adequate access to the money-saving tips, thus necessitating considerable searching under general subject areas. sh-a

TX 147 W45 640.73
1. Consumer Education
2. Finance, Personal

THE GREAT AMERICAN BLOW-UP: PUFFERY IN ADVERTISING AND SELLING (Book) by Ivan L. Preston. University of Wisconsin Press, c1975. 368p. A pap.

The information in this book is presented in the belief that advertising should serve as a communication process only and not include deliberate deception of the customer. The historical background of advertising is discussed before examining how it works today. Examples and uses of slogans, warranties, and false advertising warn consumers of the dangerous elements of advertising. There are extensive notes annotated in legal style as many of the references are to legal sources. sh-a

P 90 P92 659.1
1. Advertising

THE GREAT NUTRITION ROBBERY (Book) by Beatrice Trum Hunter. Charles Scribner's Sons, c1978. 241p. A

The author, a strong proponent of natural foods, appears to be an authority on food production techniques, with some ten previous books to her credit. This work examines "imitation foods", from synthetic infant formulas through to the plastic-packaged simulated "meal systems" developed for space travel. Careful documentation, in a thirty-two page appendix of notes, supports the author's theory that real foods are in danger of being rapidly supplanted by synthetics which are sadly lacking in nutrition value. sh-a

TX 357 H83 664.06
1. Food Additives 2. Nutrition

GROWING UP ON TELEVISION: THE TV EFFECT (Book) by Kate Moody. Fitzhenry and Whiteside Ltd., c1980. 242p. C

The purpose of this book is to promote thinking about what it means to grow up on television. The assembled facts and reports are to assist adults in their efforts to teach young children how to use television wisely. Six chapters deal with the effects of television on learning, reading, behavior, health, and social relationships. Other chapters give suggestions on steps to take at home, in school, and publicly. Appendices provide a list of read-aloud books, suggested equipment and materials for young children. a

HQ 784.T4 M58 301.161
1. Television

A GUIDE FOR EVALUATING PROGRAMS AND MATERIALS (Book) American Home Economics Association, c1972. 23p. A

Developed by the Committee on Criteria for Consumer Education Programs and Materials of the American Home Economics Association to serve as a guide in evaluating consumer education programs and materials. It can be an aid for those who develop, as well as those who use such programs and materials in the classroom or for other educational purposes. The material includes a series of scales to help evaluate consumer education programs. tg

TX 335.Am3 640.7307
1. Consumer Education - Study and Teaching

GUIDE TO AN ASSESSMENT OF CONSUMER SKILLS (Book) by National Assessment of Educational Progress. Education Commission of the States, c1978. 30p. A

This report resulted from an assessment by NAEP of the consumer skills of 17-year-old students in the United States. The items on the assessment instruments are described briefly, followed by a list of topics and subtopics covered in the assessment. A sample item is reprinted, and a detailed list of consumer skill items is provided. Availability of these consumer skill items as a loose-leaf set is noted, but prices are not quoted. Teachers wishing to use the consumer skill items either as instructional or assessment tools could use this guide for selecting items, or, with the aid of the topic list, as an outline for designing diagnostic tests. a

HC 107 N2 640.7307
1. Consumer Education - Study and Teaching

GUIDE TO CONSUMER FINANCE COMPANY SIMULATION (Book) by Lorraine Lee and Dan A. Young. National Consumer Finance Association, c1976. 93p. B

Outlines the basic steps in developing a simulation of a consumer loan company. A home office and a branch office are set up and maintained by students. Directions, record forms, and flow charts for the company's various operations are given. A time schedule; facility, materials and equipment lists; tips on recruiting students; and grading guidelines are also included. tg-sh-a

HF 5569.L51 332.32
1. Business Education

A GUIDE TO GAMES AND SIMULATIONS FOR TEACHING ECONOMICS (Book) by Cathy R. Wilson. Joint Council on Economic Education, c1979. 3rd ed. 85p. A

About 130 games and simulations are given in an annotated list of currently available items. Each description includes distributor, subject, grade level, players, and playing time. Two chapters provide suggestions to assist teachers in the construction, selection, evaluation, and use of economic materials. tg-pr-sh

TX 147 W4 016.33
1. Economics - Study and Teaching

A GUIDE TO INDEPENDENT LIVING (Book) by Jane L. Nemiroff. Butterick Pub., c1980. 2nd ed. 216p. B

This comprehensive, practical handbook covers all aspects of daily living, from finding and furnishing a place to live, to buying a car. It includes information on housing, food, nutrition, kitchen basics, wardrobe planning, health, and making the most of your leisure. This is a thorough introduction to the issues involved in learning to live on your own. jh-sh

HC 107 N34 640
1. Youth as Consumers

A GUIDE TO INSTRUCTIONAL RESOURCES FOR CONSUMERS' EDUCATION (Book) by William L. Johnston and Nancy B. Greenspan. U.S. Department of Health Education and Welfare (Pendragon House), c1977. 58p. A

This is a representative list of print and audio-visual materials suitable for use in U.S. consumer education programs. Priority is given to items copyrighted after 1975. Items are listed under comprehensive materials, landmark materials, specific consumer topics, curriculum guides, periodicals, and bibliographies. Brief annotations describe the content and potential use of the items. a

TX 335.J64 016.64073
1. Consumer Education - Study and Teaching

A GUIDE TO LAW FOR CANADIANS (Book) by Marvin A. Zuker. Pitman (Copp Clark), c1975. 3d. ed. 123p. A

A very brief introduction to Canadian law. Criminal law, personal property, family law, contract law, and company law are examples of the many aspects covered. Review questions follow each chapter. Some of the legal procedures involved in civil and criminal cases are explained. Questions and answers about possible legal situations, a glossary, and an index are included. Provincial differences are not highlighted, and writing style is formal. sh-a

KE 454.Z9 342.00971
1. Law - Canada

GUIDE TO PATENT, TRADE MARK, AND COPYRIGHT LAW IN CANADA (Book) by Peter Burn. Coles Pub., 1977. 267p. B

This book provides a concise introduction to Canadian industrial and intellectual law relating to patents, trade marks, and copyright. Discussions in each section cover registration procedures, contracts, and infringements, as well as issues pertinent to each topic. Appendices contain applications for a patent and registration of copyright and the most recent Patent, Trade Marks and Copyright Acts. sh-a

Z 565 B93 346.
1. Copyright - Canada
2. Patents - Canada

A GUIDE TO PERSONAL FINANCE: A LIFETIME PROGRAM OF MONEY MANAGEMENT (Book) by Richard J. Stillman. Prentice-Hall, c1979. 3rd ed. 674p. C

Although it is designed as a basic text for an undergraduate course in personal finance, this book could be useful to adult consumers and capable secondary students as well. Good organization of information, dividing twenty-six chapters into seven major sections, allows a unit plan approach and covers budgeting, spending money wisely, housing, insurance, investments, income taxes, retirement and estate planning. Currency is reflected in the emphasis on energy conservation and inflation. Appendices include detailed definitions in the fields of investments, insurance, housing, and commodities. An extensive bibliography and an adequate index are also provided. sh-a

HG 179 S84 1979 332.024
1. Finance, Personal

THE GUIDE TO SIMULATIONS/GAMES FOR EDUCATION AND TRAINING (Book) by Robert E. Horn. Sage, c1980. 4th ed. 2 vol. combined. E

A list of games which includes data such as age level; number of players; playing time; comment on the object of the game (whether it is competitive, involves team play, etc.); a description of how the game is played; its cost and producer. tg

LB 1029 G3.Z94 371.3078
1. Games - Bibliography

GUIDE TO WISE CONSUMING: A TEXT-WORKBOOK (Book) by John D. Kwekkeboom. McGraw-Hill, c1980. 164p. A

The workbook is designed to be used with consumer and business textbooks which explain the facts and concepts being tested in these exercises. All consumer topics have been included: budgets, spending, methods of paying, insurance, investing, and handling consumer problems. Each chapter presents performance objectives, questions to test factual knowledge, case studies, and a crossword puzzle. Students could complete assignments with little or no teacher direction. A teacher's manual has been published with answers, pages prepared for overheads, and a sample final examination. jh-sh

TX 335 K94 640.7307
1. Consumer Education - Study and Teaching

GUIDES FOR FAMILY BUDGETING (Book) Social Planning Council of Metropolitan Toronto, c1978. 100p. B

Uses 1972 Canadian standards and 1978 Toronto costs to provide budget guidelines for families of various sizes. Detailed costs are given for food, clothing, personal care and transportation, as well as for variable expenses such as recreation and alcohol. Guidelines for purchase are given in all areas. Teachers of Home Economics could interpret and use this information in many ways. sh-a

TX 326.G94 640.42
1. Budgets, Personal
2. Home Economics

HANDBOOK FOR IN-SERVICE TRAINERS IN CONSUMER EDUCATION (Book) by Thomas M. Brooks. Southern Illinois University, n.d. 103p. A

Research techniques and the involvement of successful teachers were used to develop this manual for in-service training for secondary school teachers. The handbook contains content outlines for Financial Management, Consumer Credit, and the Consumer in the Economy; suggested learning activities; and a resource list. Several games are described in detail, a marriage simulation is included, and the resources consist primarily of films and sound filmstrip kits. A useful manual for inservice training, and for curriculum development. tg-sh

TX 147.B79 640.7307
1. Consumer Education - Study and Teaching

A HANDBOOK FOR TEACHING LAW (Book) Edmonton Public School Board, c1975. 3 vol. B

Each volume provides behavioural objectives, lecture notes and materials which provide the basic information on which instruction is based, suggestions for activities and materials, guidelines for evaluating progress including tests and answer key, and suggested resource materials. The three volumes concern the Canadian legal system, business law and personal law. tg-sh

KF 385.Ab8 340.0971
1. Law - Canada - Study and Teaching

HANDBOOK OF BUSINESS TERMINOLOGY (Book) by Lyman J. MacInnis. General Publishing, c1978. 111p. A

A dictionary of business terms, written in layman's language, which covers legal, accounting, computer, real estate, economic, taxation, labour, investment and general commerce terms. Only definitions are supplied; no pronounciation or derivation information is given. Abbreviations, Latin terms, and business colloquialisms are included. jh-a

HF 1002.M32 650.03
1. Business

A HANDBOOK OF CANADIAN LEGAL TERMINOLOGY (Book) by William J. Flynn. General Publishing, c1976. 111p. A

Provides definitions for over 1200 Canadian legal terms. Terms, single words and phrases, are listed alphabetically followed by a simplified definition. No pronunciation or derivation information is given. Commonly used terms, Latin and foreign language terms, cross references and comparable terms used in other countries are included. sh-a

KF 156.C16.F59 340.0971
1. Law - Canada

HANDBOOK OF FOOD EXPENDITURES, PRICES AND CONSUMPTION (Book) by Agriculture Canada. Supply and Services Canada, c1979. 255p. B

Although this handbook appears somewhat technical for student use in general, several parts are both relevant to the study of consumer economics and clearly laid out in tabular form. Of particular interest are consumer price indexes for individual food items from 1949 to 1977 in a concise form, and patterns of family expenditures for various consumer needs over a period of six years. Production and consumption of various foodstuffs in Canada can also be easily traced from 1949 to 1977, and trends in consumption of individual items can be noted. This handbook would be a good source of background information for teachers in consumer education and secondary social studies. sh-a 🍁

TX 355 C25 641.3
1. Food

THE HARROWSMITH READER (Book) by James Lawrence. Camden House (Firefly Books), c1978. 287p. B

This is an anthology of popular articles from Harrowsmith Magazine on land, shelter, gardening, husbandry, food and rural life. Black and white, and color, photographs and drawings illustrate articles. Canadian sources of materials on article topics are often listed. Readable, but not indexed, this could provide reference information for Industrial Education, Home Economics and other subjects. jh-a

QH 541.H24 630
1. Conservation of Natural Resources
2. Agriculture

HEALTH, EDUCATION AND RECREATION (Book)

see
Contemporary Consumer Series

RA 440.I4
1. Health Education

HEALTH FOR SALE

see
The Complete Consumer Series

TX 335.A1.C73.V.3
1. Drugs

HEALTH QUACKERY: CONSUMERS UNION'S REPORT ON FALSE HEALTH CLAIMS, WORTHLESS REMEDIES AND UNPROVED THERAPIES (Book) Consumers Union, c1980. 251p. n.a.

In this book Consumers Union focuses on nine areas of health fraud. These are laetrile, arthritis, low blood sugar, vitamin E, fluoridation, overweight, chiropractors, mail-orders, and nutrition. An overview is made of the types of agencies promoting cures for these illnesses and medical facts which were available at the time of publishing. sh-a

R 730 C76 362.10973
1. Health Education

HELP! THE BASICS OF BORROWING MONEY (Book) by Robin Gross. Fitzhenry and Whiteside Ltd., c1980. 178p. B

The author's purpose in writing this book is to assist readers in getting to know and understand the borrowing process. Topics cover the costs and sources of borrowing, credit cards, financing your home, education or business. There is a glossary of relevant terms. The American examples and references limit its usefulness for specific applications in Canada. sh-a

HG 3755G76 332.024
1. Finance, Personal

HELP! MARKETPLACE HANDBOOK OF CONSUMER RIGHTS IN CANADA (Book) by Michael J. Trebilock. CBC Learning Systems, c1978. 84p. A

This handbook gives a brief summary of the law as it relates to consumer rights. Misleading advertising and deceptive business practices, defects in goods and services, buying on credit, buying a home, renting accommodation, and buying insurance are covered with a general survey of the law in various provinces and territories. Each chapter is followed by an appendix listing the relevant statutes and indicating some legal differences between provinces. A "how-to-complain" section is included, and agencies offering help are listed throughout. A necessary reference for Canadian consumer rights information. jh-a 🍁

TX 335.T71 343.07
1. Consumer Protection
2. Law - Canada

HELPING CHILDREN HELP THEMSELVES (Kit) Alberta Agriculture, c1981. 120p. A

This publication is intended to help children aged six to twelve years become more independent by acquiring daily living skills. Clothes for kids, communication, kids in the kitchen, home safety, and kids in the marketplace are the topics of study. Activities are interestingly varied, illustrations are large, and numerous teaching suggestions and selected references are given. This is a well-written learning package for children. ue 🍁

HQ 784.C74 A7   640.7307
1. Consumer Education - Study and Learning

HELPS: HOME ECONOMICS LEARNING PACKAGES (Pamphlets) American Home Economics Association, no date. Pamphlets. A/unit

Helps is a series of pamphlets prepared for the American Home Economics Association by classroom teachers. The material is intended to be helpful to teachers in their efforts to individualize instruction. Each unit includes objectives, suggested references, a pretest, instruction, learning activities, mini self-tests following each lesson, and a post test. jh-sh

Varied   640
1. Home Economics

HERB DENENBERG'S SMART SHOPPER'S GUIDE (Book) by Herb Denenberg. Nelson Canada, c1980. 215p. B

This guide to American consumer information is written to assist readers in making the right consumer decisions in the marketplace. Chapters cover food, health care services, home and automotive safety, insurance, and rules for making effective complaints. American consumer numbers and addresses are listed. General advice and pitfalls are applicable for Canadian consumers. sh-a

TX 335 H4   640.73
1. Shopping

THE HOME BUYER'S GUIDE (Book) by Nancy R. Hess. Prentice-Hall, c1976. 213p. B

This book provides basic information for middle-income adults planning to buy or build a home. Topics covered include housing choices, legal and financial procedures, choosing a location, and layout and design. Much of the information is descriptive and the advantages and disadvantages of various alternatives are also discussed. Well-indexed, and illustrated with photographs and schematic diagrams. sh-a

HD 1379 H45   643
1. House Buying 2. Housing
2. House Construction

HOME FURNISHINGS (Book)

see
Cashing in on Consumer Knowledge

TX 311.W21
1. Furniture

HOME SAFE HOME (Kit) Canada. Consumer and Corporate Affairs, c1977. fs., cass., activity sheets, fact sheets, posters, decals, tg. A

This kit, designed to help young children recognize hazardous products in the home, is well done and interesting. A sound filmstrip featuring two green puppet-like creatures from Mars introduces the four signs of danger found on household products. Each sign is introduced in an easily isolated episode allowing for four separate presentations. Support material - teacher's guide, fact sheets, student activity sheets, a song, posters, and decals - provide excellent background information and follow-up activities. Available in French and English. pr 🍁

T 55.H3.C2   614.83
1. Hazardous substances

THE HOMEBUYER'S GUIDE FOR THE 80's (Book) by Richard W. O'Neill. Beaverbooks, c1980. 287p. C

The author has provided a complete guide to the steps involved in finding and buying the right home. There are four sections: procedures for choosing a house, financial arrangements, legal aspects and terminology, physical and political considerations after buying. Worksheets and checklists for each section supply a quick review of the important points to remember. Some American laws and examples are not relevant here. a

TH 4817.502   643
1. House Buying

HOMEBUYER'S INFORMATION PACKAGE: A GUIDEBOOK FOR BUYING AND OWNING A HOME (Book) Pendragon House Ltd., n.d. 97p. n.a.

The guidebook is organized to take the prospective homebuyer step-by-step through the decisions to be made when buying and owning a home. An appendix to each section supplies worksheets, sample documents, and other detailed information. One section provides relevant definitions. Students can work through this guidebook independently and have group discussions and testing conducted by the teacher. sh-a

HD 7287 U32   643
1. House Buying

HOMEOWNER'S GUIDE TO BUYING, EVALUATING AND MAINTAINING YOUR HOME (Book) by Joseph G. McNeill. Van Nostrand, c1979. 324p. C

This guide provides an overview on buying a house plus a checklist for locating and inspecting the house. How to evaluate and maintain the home's systems are given detailed consideration. All chapters present technical details, problems, inspection routines, and a summary of maintenance suggestions. a

TH 4817.5 M25 643
1. House Buying

HOMES AND LIFESTYLES: THE CHOICE IS YOURS (Kit) Visual Education Centre, c1976. 5 fs., 5 cass., tg $175

The programs presented in this kit are designed to help students make rational decisions concerning issues facing them when they are living on their own. Topics covered include choosing a place to live, making decisions about day-to-day tasks of home management, and learning how to identify resources and alternatives. The teacher's guide provides learning objectives, pre-viewing classroom exercises, discussion questions and activities for use after showing each filmstrip. jh-sh

HD 7287.6 H7 640.73
1. Home Economics
2. Decision-making

HOMES WE LIVE IN (Kit) Society for Visual Education (Moyer Vico), c1972. 6 fs., 6 cass., scripts. Approx. $75

Through discussion of both houses and apartments, young students are given an opportunity to think about their own reactions if a family move comes about. Also, information on the construction of buildings and of a community is valuable in showing construction processes from beginning to end. Difficult terms are defined and visualized to emphasize their meaning. pr—ue

HD 7287.H75 301.36
1. Housing

HOMETRICS (Book) by Lorelle Young and Carole Bielefeld. Enrich (Moyer Vico), c1977. 104p. B

A U.S. handbook which introduces the metric system to teachers, students, and homemakers. Considering that people learn best by doing, after simple explanations of metric measures, activities using metric quantities are presented. Exercises in kitchen metrics, the metrics of nutrition and diet, metric clothing, the metric home, and leisure metrics are provided. Attractive, useful material. jh-a

AC 91.Y7 389.152
1. Home Economics 2. Metric System

HOUSEHOLD EQUIPMENT: SELECTION AND MANAGEMENT (Book) by Patricia Wilson. Houghton Mifflin, c1976. 382p. C

A text for students in household equipment and a resource for the consumer needing information on the selection, use, and care of household equipment, and on the organization of work centers. Natural science background needed to understand equipment and energy utilization is included. A sophisticated, comprehensive guide to equipment and appliances. sh-a

TX 298.W69 643.6
1. Household Appliances
2. Kitchen Utensils

HOUSING (Book)

see
Cashing in on Consumer Knowledge

HD 7287.W21
1. Housing

HOUSING (Kit)

see
Learning Activities Packages

HD 7287.J64
1. Housing

HOUSING: DECISION-MAKING; TRANSPARENCIES AND MASTERS (Book) by Elaine King. Educator Supplies, c1980. 12 transparencies, 16 masters, tg. B

The information and activities are designed to acquaint students with the considerations to be made when choosing a house. Concepts presented are financial/legal aspects, construction, insulation, and heating, cooling, electrical, and plumbing systems. A detailed checklist suggests areas to look at in a house. Review is provided by a crossword puzzle. This material would supplement any program about housing. tg-jh-sh

HD 7287 K58 643
1. Housing

HOUSING, FURNITURE AND APPLIANCES (Book)

see
Contemporary Consumer Series

TX 167.I4
1. House Buying 2. Furniture

HOUSING ISSUES (Videorecord)

see
The Complete Consumer Series

TX 335.AL1.C73.V.5
1. Housing

HOUSING TRANSACTIONS (Videorecord)

see
The Complete Consumer Series

TX 335.AL1.C73.V.5
1. Housing

HOW TO BE SURE YOU GET THE RIGHT RRSP (OR RHOSP OR DPSP) (Book) by J. Christopher Snyder. Financial Post, Latest edition. 107p. B

The purpose of this book is to help people solve the dilemma of which registered retirement savings plan suits them. It examines several plans and suggests criteria for selection. a

HG 4512.Sn9 332.678
1. Investments - Canada 🍁

HOW TO BUY A CAR: A FORMER CAR SALESMAN TELLS ALL (Book) by James R. Ross. Nelson Canada, c1980. 145p. B

This book was written to take the consumer inside dealership thinking in order to make the best choice of car and dealer. Other chapters cover when to shop, trading or selling, buying used cars, and financing. Discussions about handling salesmen and negotiations provide useful information for the would be car buyer. sh-a

TL 162 R67 629.2222
1. Automobile Purchasing

HOW TO BUY A USED CAR (Book) by Ross R. Olney. Dodd, Mead, c1976. 126p. B

This is a chatty, easy-to-read guide for purchasing a used car. It discusses what to buy, where to buy, financing and guarantees, how to inspect and road test. Addressed to the young, first-car owner, this is secondary school library material. jh-sh

TL 16[illegible].04 629.2222
1. Automobile Purchasing 2. Used Cars

HOW TO FIND OUT WHAT'S WRONG WITH YOUR CAR (Book) by Mitch Bronaugh. Van Nostrand, c1980. 120p. B

This is an easy-to-use layman's guide on how to diagnose common automotive problems. Many illustrations have been combined with the text to explain repair instructions. All car parts have been discussed and two appendices list suggestions for buying a used car and safety and tools. jh-a

TL 152 B76 629.28
1. Automobiles - Maintenance and repair 🍁

HOW TO GET STARTED WHEN YOU DON'T KNOW WHERE TO BEGIN (Book) by Patricia Hoyt. Academic Press Canada, c1980. [illegible]

The author has written this book of helpful hints after helping four children establish themselves away from home. She has discussed all the relevant topics; such as furnishing the apartment, banking, getting a job, cars, clothing, and insurance. While American examples and sample forms have been used, the basic concepts are applicable in Canada. sh

HC 107 H85 640
1. Youth as Consumers

HOW TO GET TOP DOLLAR FOR YOUR HOME IN GOOD TIMES OR BAD (Book) by Irving Price. Fitzhenry and Whiteside, c1980. 187p. B

The author gives advice on how to prepare your home for sale in order to obtain the best possible asking price for it. Suggested procedures are listed to follow in establishing the price. Separate chapters explain financing problems, contracts, and income tax issues. The steps involved in selling a second home, historic home, co-ops and condominiums are also covered. The reader is warned of the common pitfalls to a successful closing and provided with ways to avoid them. a

HD 1379 P737 333.33
1. House Buying

HOW TO GROW A HUNDRED DOLLARS (Book) by Elizabeth James and Carol Barkin. Lothrop, Lee and Shephard Co., c1979. 64p. B

As she starts her own terrarium business, Amy is introduced to such basic economic principles as costs and inflation, profit and loss, interest and loans, advertising, attracting new investors, and eventual liquidation at a profit. Attractive illustrations, simple business record sheets related directly to the text, and easy readability all make this book a pleasant introduction to business principles for elementary students. ue

HF 5386 J347 658.4
1. Business - Juvenile Literature
2. Economics - Juvenile Literature

HOW TO INVEST YOUR MONEY AND PROFIT FROM INFLATION (Book) by Morton Shulman. Hurtig Pub., c1980. 2nd ed. 173p. B

Shulman, a self-made millionaire, offers in the revised edition of this book his advice for investing during inflation. The effect of inflation on investments is made clear through illustrations and examples, some of which are drawn from the author's career. Written in a clear but informal style, this book might be a popular addition to supplemental reading lists for consumer education. sh-a

HG 4521 S58 1980   332.6
1. Investments
2. Inflation (Finance)

HOW TO INVEST YOUR MONEY IN STOCKS AND BONDS (Book) The Canadian Securities Institute, c1976. 339p. C

A short course on how to buy securities intelligently. Experts provide advice based on experience with security markets in good times and bad. They help avoid pitfalls, show where and when expert guidance is needed, and assist in formulating and achieving investment goals. Information is presented on reports, balance sheets, statements, bonds, shares, stocks and managing investments. a

HG 4515.H83   332.678
1. Investments - Canada

HOW TO LEAVE HOME - AND MAKE EVERYBODY LIKE IT (Book) by Edward F. Dolan. Dodd, Mead & Co. c1977. 162p. n.a.

The author gives advice on how to leave home and to live independently. He suggests five steps to independence as ways of telling the family and obtaining their assistance. The pros and cons of running away are also discussed. The many aspects of finding a job, a place to live, and handling personal finances have been covered. Health questions, further education, and marriage are considered in general terms. Students will gain helpful suggestions on the problems first encountered upon leaving home. jh-sh

HQ 796.D58   158.2
1. Youth as Consumers

HOW TO MAKE YOUR CAR LAST A LIFETIME (Book) by Bob Fendell. Holt, Rinehart & Winston, c1981. 189p. B

This book offers suggestions on how to achieve better car mileage and durability. The repair and upkeep of various aspects of the interior and exterior are discussed, with tires, steering, and auto sound being specifically covered. There is a simple guide with illustrations on how your car works. Tables show on calculated scales how much we pay for gas and financing over time. sh-a

TL 152 F38   629.28
1. Automobiles - Maintenance and Repair

HOW TO MAKE YOUR MONEY WORK FOR YOU (Book) by Jack Kass. Collier Macmillan, c1980. 110p. B

This book on money management takes the reader through the steps to build personal financial knowledge in order to use income more effectively to reduce debt and build assets. The skills learned in Part One are then applied in Part Two to invest savings and assets for the present and future. The author has used detailed charts that can be photocopied for re-use. Glossaries of real estate and investment terms are provided. a

HG 179 K38   332.024
1. Finance, Personal

HOW TO RAISE CHILDREN IN A TV WORLD (Book) by Leland W. Howe. Hart Pub., c1979. 271p. n.a.

The aim of this book is to assist adults in using television constructively to promote child development. Practical ideas and activities are suggested to maximize the positive effects of television. One chapter discusses the use of television in the classroom and there are suggestions in other chapters which could be used on a a class basis. The final section offers ways to prepare children to live in a television-oriented society. a

HE 8696 H83   301.161
1. Television

HOW TO SUCCEED IN THE BUSINESS OF FINDING A JOB (Book) by Phoebe Taylor. Book Centre, Inc., c1975. 161p. B pap.

The author has fifteen years experience as an employment counselor and offers anecdotes from this experience to assist people on both sides of the hiring desk. She discusses how to deal with the psychological problems of a job search including the strategy to use in obtaining work. Your marketability in the job market can be determined by using the suggested three part questionnaire, Selectascope, covering your abilities, skills, and minimum job requirements. There are also chapters on resumes and the process of hiring. sh-a

HF 5383 T3   371.4
1. Vocational Guidance

HOW TO SURVIVE A ROOMMATE (Book) by James Comer. Grolier Ltd., c1980. 235p. B

This book is a personal account of the issues involved in sharing accommodations with someone. The author covers all the various situations when a person could be sharing. These include college dormitory rooms, apartment living, and house sharing in a group situation or with only one. The format used is a list of questions with answers. Each chapter concludes with a checklist of the most important points to remember. sh

HQ 799.7 C64   306.3
1. Youth as Consumers

HOW TO TURN LEMONS INTO MONEY: A CHILD'S GUIDE TO THE ECONOMY (Book) by Louise Armstrong. Harcourt (Academic Press), c1976. unpaged. A

Amusing cartoon illustrations tell the story of a young girl who opens a lemonade stand and encounters various economic situations - retailing, management problems, automation, competition, a merger, and liquidation. The accompanying text makes the reader the businessman, and consists of a series of "if this happens, it's called..." statements. Economic terms are plentiful, but not adequately explained. While illustrations and format will appeal to primary students, the overall presentation misses the comprehension level of this audience. ue

HB 171.7.A696   330
1. Economics

HOW TO TURN UP INTO DOWN INTO UP: A CHILD'S GUIDE TO INFLATION, DEPRESSION AND ECONOMIC RECOVERY (Book) by Louise Armstrong. Harcourt (Academic Press), c1978. unpaged. A

Picking up where How to Turn Lemons into Money leaves off, this book uses a lemonade stand and other child money-making schemes to explain such economic concepts as diminishing supply, price hike, inflation, wage freeze, and many more. Illustrations are amusing and appealing, telling the economic story better than the text does. The text is a series of definitions using economic terms to explain other economic terms. Too much is covered for the elementary student to gain any lasting understanding of the economic terms presented. ue

HB 171.7.A697   330
1. Economics

HUCKSTERS IN THE CLASSROOM: A REVIEW OF INDUSTRY PROPAGANDA IN SCHOOLS (Book) by Sheila Harty. Center for Study of Responsive Law, c1979. 190p. B

This report provides the results of a thorough investigation into the educational efforts of American industrial organizations. The intention is to make educators more aware of the inherent dangers in having promotional materials heavily represented in the classroom situation. Many advertising aspects of sponsored materials are revealed by looking at examples from electric utilities, corporations, and national trade associations. Review and evaluation is suggested by using available guides and by having an established school policy. The American bias limits the usefulness of this report somewhat. tg

TX 147 H25   659.1
1. Advertising

HUMANUS (Game) by Paul Twelker and Kent Layden. Simile II, c1973. B

In this simulation game, students participate as "survival cell" group members, the only known survivors of a world-wide catastrophe. Humanus is their survival computer, the only link to the outside world; Humanus requires that certain decisions be made by each cell if it is to survive. The goal is to stimulate an intense discussion about the values individual participants hold. sh

BF 778.T91   301.21
1. Values

IF WISHES WERE HORSES (Kit) ACCESS, c1981. tg., duplicating masters, pamphlets Free

The [illegible] package accompanies the videotape with the same title which is concerned with the subject of money management and the use and abuse of credit. The teacher's guide presents discussion topics, activities, exercises, and case studies. Other resources include duplicating masters, and Tip sheets and pamphlets from Alberta Consumer and Corporate Affairs. These suggestions can be utilized in both high school and adult evening classes. tg-sh-a

TX 335 A74   332.743
1. Consumer Education - Study and Teaching
2. Credit

IF WISHES WERE HORSES (Videocassette) ACCESS Alberta, c1979. 30 minutes. (The Family and the Law) Dubbing by ACCESS.

A young couple are shocked to find they are in debt to the extent that loss of credit privileges and repossession are real possibilities. After a period of trying to manage on their own, they admit they need help and seek it. Daydream sequences, in which the husband imagines great wealth, add humor to the program. The point that getting out of substantial debt is a long process requiring professional assistance is made realistically and convincingly. Reference to Alberta Consumer Affairs and Alberta legal procedures increases the relevance of the program. Valuable for use in classes on credit, credit abuse, and personal financial management. sh-a

TX 335 I3 332.743
1. Credit
2. Finance, Personal

IMPACT OF ADVERTISING: IMPLICATIONS FOR CONSUMER EDUCATION (Book) by U.S. Office of Education. Public Interest Economics Centre. n.d. 75p. A

This report reviews and analyses the effects of advertising on consumer choice and on American values and lifestyles. Advertising and deficiencies of information in consumer decision-making, advertising and the distribution of resources, advertising's impact on consumer and cultural values, and implications for consumer education are the presented topics. The authors summarize much of the existing academic and journalistic literature on advertising, and a bibliography of original sources is included. Important issues relevant to the impact of advertising which are outlined here could be incorporated into consumer education materials. a

HF 5827 U2 659.11
1. Advertising 2. Consumer Education

IN SEARCH OF FREE CANADIAN MATERIALS (Booklet) Manitoba Department of Education, c1979. 48p. Free

This annotated list of free Canadian print materials is organized alphabetically according to the publishing agency or address. An index to broad subject areas is supplied. Items in the consumer field include banking, conservation, consumer issues, economy, and stock exchange. tg

LB 2803 M31 015.71
1. Consumer Education - Bibliography

INFLATION AND RECESSION (Kit)

see
Learning Activity Packages

HG 229.J64
1. Inflation (Finance)

INFLATION AND PUBLIC POLICY (Book) by Canada, Anti-Inflation Board. Supply and Services Canada, c1979. 85p. (English), 97p. (French) A

This report by the Anti-Inflation Board is designed to promote public awareness of the inflationary process, and to discuss the various anti-inflationary measures available to governments, along with the advantages and disadvantages of such measures. An overview of the economic trends in Canada during the 1970's is also presented. This report is an excellent source of concise and current information on inflation in Canada, and would provide good background material for teachers. a

HG 229 C2 332.41
1. Inflation (Finance)

INFLATION: THE CANADIAN EXPERIENCE (Book) by Reginald S. Letourneau. The Conference Board of Canada, c1980. 79p. C

This is a descriptive study concerned with the general causes of inflation and the reasons for rapid inflation in Canada. The path of inflation during the postwar years has been examined with particular emphasis on the 1970's. This material would make useful background reading for teachers of senior high school and adult economics classes. sh-a

HC 115 L56 332.41
1. Inflation (Finance)

INFLATION: IT'S YOUR BAG! (Book) by Bernard A. Frischke. Simon & Pierre, c1976. 184p. B hc; B pap.

This book compares history with today to show, in simple terms, where our highly political economic system is leading us. It looks at inflation as everyone's responsibility, as it deals with the theory of prices, the economic situation in the U.S. and Canada, and traditional components of inflation. As well, the author presents an economic outlook for the next 25 years. sh-a

HG 229.F91 332.41
1. Inflation (Finance)

INFLATION OR DEPRESSION: AN ANALYSIS OF THE CONTINUING CRISIS OF THE CANADIAN ECONOMY (Book) by Cy Gonick. Lorimer, c1975. 408p. C hc. B pap.

The book covers the current economic crisis, considering modern corporations, our political system, trade unionism, ecology, population growth, Canadian economy in relation to world economy and more. Gonick's analysis is based on the real-life behaviour of the multinational corporations, on the ties which bind Western economies together and on the limitations which govern the economic policies of Canada and other countries. a

HC 115.G64 332.41
1. Canada - Economic Conditions
2. Inflation (Finance)

INFORMATION AND REDRESS: CONSUMER NEEDS AND COMPANY RESPONSES (Booklet) by Betty J. Diener. The Marketing Science Institute, c1975. 29p. A

This American report focuses on consumer needs for information and for recompense, and on company handling of consumer correspondence and complaints. The study was based principally on the personal care industry (cosmetics, toiletries, fragrances) although some extrapolations to other industries are made. The research includes perspectives from consumers manufacturers, and government. Excerpted from a doctoral thesis, this report would serve best as a source of specialized teacher information. a

TX 335 D56 640.73
1. Consumer Education

INQUIRY, SYSTEM V (Kit)

see
System V: Consumer Education In-Service Program (Kit) a

INSTRUCTIONAL PATTERNS FOR CONSUMER AND HOMEMAKING EDUCATION (Book) California State Department of Education, c1976. 386p. B

A comprehensive teacher's guide for junior high to adult instruction in the field of consumer education as it relates to home economics. Areas covered include clothing and textiles, foods and nutrition, housing and home furnishings, human development and family relations, and management of finances, services, and resources. Learning objectives for each grade level, instructional strategies, learning experiences and supplementary resources are included for each area. This is a very useful, complete approach to consumerism in home economics, outlining many interesting activities for teaching specific objectives and generalizations. tg-jh-a

TX 335.In7 640.73
1. Home Economics
2. Consumer Education - Study and Teaching

INSTRUCTOR'S MANUAL FOR THE CONSUMER'S WORLD (Booklet) by E. Thomas Garman and Sidney W. Eckert. McGraw-Hill, c1979. 64p. A

This teacher's guide accompanies the textbook The Consumer's World. For each of the sixteen chapters a general learning objective is stated, suggested teaching activities are described, related readings and audiovisual materials are recommended, and chapter test questions are given. A student workbook, Practicum for the Consumer's World, is the third component of this learning package. tg

TX 335 G361 640.7307
1. Consumer Education - Study and Teaching

INSURANCE (Book) by Steven N. Spetz. Pitman (Copp Clark), c1972. 71p. $2.50

The author's stated intention in this book is "to make clear to the reader some of the intricate workings of insurance policies and to assist him in planning a sensible insurance program of his own". Spetz endeavours to do this by discussing various aspects of life, medical, automobile and home insurance. sh-a

HG 8052.S77 368
1. Insurance

INSURANCE (Book)

see
Cashing in on Consumer Knowledge

HG 8047.W21
1. Insurance

INTERACT, UNIT I (Kit) Pitman (Copp Clark), c1974. 2 fs., 2 cass., tg., student activity booklet. Approx. $100

Topics are budgeting and use of credit. Situations and dialogues presented are realistic and convincing. The student booklet poses questions which encourage students to think about budgeting and credit requirements. Sample forms are included. The teacher's guide provides scripts, answers, and suggestions for further activities. sh-a

TX 167.In8 Unit I 640.42
1. Credit 2. Budget, Personal

INTERACT UNIT II (Kit) Pitman (Copp Clark), c1974. 2 fs., 2 cass., tg., student activity workbook. Approx. $100

Topics are advertising and comparison shopping. Visual content is appealing and the narration is interesting. The student booklet encourages students to think about the psychology of advertising and whether they always purchase what they set out to. The teacher's guide provides scripts, answers and suggestions for further activities. sh-a

TX 167.In8 Unit II 659.1
1. Advertising - Psychological Aspects

INTERACT UNIT III (Kit) Pitman (Copp Clark), c1974. 2 fs., 2 cass., student activity workbook. Approx. $100

Topics are consumer deception, consumer rights and responsibilities. Reference to U.S. laws and agencies restrict the use of otherwise interesting and informative material. The kit helps students recognize gyps and frauds and creates an awareness of the consumer's and government's capacity to regulate business. The teacher's guide provides scripts, answers and suggestions for further activities. sh-a

TX 167.In8 Unit III 343.07
1. Consumer Protection

AN INTRODUCTION TO COOPERATIVES: A SELF-STUDY PROGRAM (Book) by L. E. Gossen. Cooperative College of Canada, c1975. 74p. A pap.

This self-study text is easy-to-read and comprehensive. The purpose of cooperatives; the history of cooperatives, internationally and in Canada; the operation of a cooperative; and the problems and future of cooperatives are discussed. Headings, summaries and review questions emphasize important information. jh-a

HD 3287.G69 334.0971 🍁
1. Cooperative Societies

INTRODUCTION TO ECONOMICS (Kit) Eyegate House, c1973. 6 fs., 3 cass. Approx. $75

A marginal attempt at explaining economics to children. A Money Bug narrator explains industry, taxes, money as a medium of exchange, the economy of the community, buying and selling and the consumer in the economy. U.S. orientation is strong. Teacher and student guides are included as part of the filmstrips and cassettes. ue

H 62 In8 330
1. Economics

AN INTRODUCTION TO VALUE CLARIFICATION (Kit) Penney c1972. magazine, transparencies, worksheets, cards, posters, tg. B

This kit consists of eight exercises focusing on clarification of individual values. It contains a copy of the J.C. Penney magazine "Forum"; a folder entitled "20 Things I Love To Do"; a value continuum; and a series of questions to stimulate thought about issues. sh

BF 778.In8 301.21
1. Values

IT MAKES GOOD CENTS (Kit) by Margaret Jarrard. Relevant Instructional Materials, c1977. 5 activity books. B

This program covers economic concepts, advertising, comparison shopping and nutrition. Designed for elementary students, the books are a series of hand-printed and illustrated duplicating masters, part of which may be done in the classroom and part at a store. Brief objectives and procedure are provided for the educator. ue-jh

TX 335.J28 640.73
1. Shopping

IT'S A CAPITAL IDEA (Kit) Walt Disney Educational Media, c1977. 4 fs., 4 cass., tg. Approx. $100

Cartoon visuals of a caveman narrator trace the role of capital and the history of capital formation from primitive societies to the present. Defines the differences and interactions between political and economic systems. A mediocre presentation with U.S. orientation. Worksheets check comprehension of sound filmstrip content, and suggested activities are typical. jh-sh

HB 501.It1 332.041
1. Capital 2. Economics

IT'S YOUR MONEY: THE COMPLETE CANADIAN GUIDE TO PERSONAL FINANCIAL PLANNING (Book) by J. Christopher Snyder and Brian E. Anderson (editors). Methuen, c1979. 2nd ed. 195p. B

This is a Canadian guide to personal money management which covers budgeting, credit, savings, income tax, insurance, investments, estate planning, divorce, and widowhood. "Do's and don'ts" summarize the main points at the end of each chapter. A fact finding questionnaire, a glossary, and index are included. Information is introductory rather than indepth, attempting to make readers aware of financial areas they should be evaluating and acting upon. sh-a

HG 179 I88 1979 332.024 🍁
1. Finance, Personal

THE JOYLESS ECONOMY: AN INQUIRY INTO HUMAN SATISFACTION AND CONSUMER DISSATISFACTION (Book) by Tibor Scitovsky. Oxford, c1976. 284p. A

Looks beyond what and how much one buys, to the whole person and all our needs: the comfort, stimulation and pleasure which we seek in food, clothes, work, drugs, sex, and much else. Presents evidence obtained by psychologists through experiments, with the models that economists have constructed based on consumers' buying patterns. Prods readers to think about their consumption habits and reassess what they really want in life. a

HF 5353.Sci8 658.834
1. Consumers 2. Consumption (Economics)

JUSTICE IN THE MARKETPLACE (Kit) Changing Times (Marvin Melnyk), c1974. 2 fs., 2 cass., tg. Approx. $75

This kit has been designed to inculcate the attitude that consumers have a right to be heard; to help students discern when silence is not "golden"; and to help them learn how to go about obtaining redress. Students are motivated to inquire and discuss through resolution of a value dilemma at the end of each situation. sh

HC 79.C63.J98 343.07
1. Consumer Protection

KEBEKIO AND TOM THUMB (Videocassette) ACCESS, c1980. 15 min. col. n.a.

Kebekio and Tom Thumb are animated paper puppets who become lost in "The Land of I want". Throughout their adventure, they talk about television commercials and the difference between snack food and food good for you. They escape from a giant by persuading him to eat too many snack foods until he is full. The cartoon-style of this story will appeal to children in the lower primary grades. pr

TX 335 Q3 659.14
1. Advertising

KEEPING FAMILY RECORDS (Spirit Masters) by Linda R. Churchill and E. Richard Churchill. J. Weston Walch (Atlantic Book), c1976. 35 spirit masters, tg. C

An unrelated mixture of record keeping worksheets. Examples of records included are a social events calendar, menu planning, auto expense and family budget records. The teacher's guide makes suggestions for introducing the topics and worksheets, but does not tie the package into a useable unit. The design of the record forms themselves is poor, and worksheet situations lack imagination. jh-sh

TX 326.C47 332.024
1. Budgets, Personal

KEEPING UP WITH THE "JONES'ES"/THE CASHLESS SOCIETY (Cassette) CBC Learning Systems, no date. 30 min. B

Jones' families across Canada were asked how they cope with inflation. The tape presents the results, as well as interviews with 2 families. Jones's have sold cars, bought farmland, and are experiencing more family tension as inflation grows. In the cashless society, bank and consumer agency officials discuss the advantages and disadvantages of the Electronic Funds Transfer System. Benefits to the bank are many, but not so for the consumer. jh-a

HG 3755.K24 332.024
1. Inflation (Finance)
2. Electronic Funds Transfer System

A KID'S GUIDE TO MONEY MANAGEMENT (Book) by Joy Wilt. Word, Inc. (G.R. Welch), c1978. 128p. (Ready-Set-Grow!) A

An excellent guide for children that teaches the essentials of money management. The evolution of money is explained, and the use of money for obtaining needs and wants is illustrated. Numerous ideas on ways kids can earn money are also outlined. The book concludes with lessons on budgeting, banking, and buying wisely. With large illustrations, some of which are colored, and clear, concise exposition, this well-written book is certain to entertain and educate. ue

TX 167 W71 332.024
1. Finance, Personal

A KID'S GUIDE TO THE ECONOMY (Book) by Manfred G. Riedel. Prentice-Hall, c1976. 47p. B

In story form, with illustrations, this book covers some of the basic terminology of economics in order to help children gain an understanding of the economy - how it works, why it works, and what words describe its functions. Here are lots of hard facts - and proof that economy can also be fun. pr-ue

H 63.R44 330
1. Economics

KIDS 'N KATALOGS (Book) by Louise Weber and M.C. Weber. Incentive Publications, (Atlantic Book), c1976. 112p. A

Presents activities and ideas for developing and reinforcing reading skills using mail-order catalogues. Activities develop word recognition, word meaning, word analysis, comprehension, and communication skills. Each activity outlines skill purpose, preparation directions, implementation procedure and extension activities. Drawings often illustrate the activities. Activities vary in method and pre-reading skills required. A professional resource. pr-ue

LB 1573.W38 372.414
1. Reading

THE KITCHEN ALMANAC (Book) Stone Soup. Berkley Publishing (Barrdawn Sales) n.d. 398p. B

A manual on various kitchen related subjects - appliances, utensils, cookery of specific countries, economics, and nutrition. General buying guidelines, basic consumer information, and many recipes are included. While not comprehensive in any one area, good general coverage is provided. With the table of contents and index to lead to specific topics, the Almanac could serve as overview reference material for Home Economics topics. jh-a

TX 655.K53 641
1. Kitchen Utensils
2. Cookery
3. Nutrition

LABEL GAME (Game) Manitoba Home Economics Directorate. Manitoba Dept. of Health and Social Development (Queen's Printer, Manitoba), no date. Varied. B

Based on the design of BINGO, this game substitutes the word LABEL and uses drawings of textile care labels, instead of numbers, on the player cards. ue-jh

TX 340.M31.L11 346.3
1. Clothing and Dress
2. Textile Industry and Fabrics

LABELS ON FOOD AND CLOTHING (Kit)

see
Learning Activity Packages

TS 196.6.J64
1. Clothing and Dress 2. Food

A LABORATORY APPROACH TO ECONOMIC EDUCATION: A MANUAL FOR HIGH SCHOOL STUDENTS (Book) by Edward C. Prehn. Joint Council on Economic Education, c1973. 23p. A

Outlines various experimental approaches to economic education-field trips, guest speakers, interviews, student participation in community programs, and a classroom resource centre. A pilot project in which students use a local corporation as a learning laboratory is described. Preparation and follow-up for the suggested activities is emphasized. Appendices include lists of materials and sources relevant to economic education. tg-sh

H 63.L11 330.07
1. Economics - Study and Teaching

THE LAND OF MILK AND HONEY (Book) Between the Lines, c1980. 103p. B

After three years of public hearings, the People's Food Commission, an independent Commission of inquiry, has published this report of its findings. The purpose of the report is to provide an overview of the food system in Canada and how it works economically and politically. The authors hope this information will be an aid for group action concerning food supply. Lists of other resources, including films and slide-tapes are provided. sh-a

HD 9014.C3 P46 338.1
1. Food Supply

LANDLORD/TENANT RELATIONS FOR ALBERTA (Book) by Mary Harasim. International Self-Counsel Press, c1978. 3rd. ed. 93p. (Self-Counsel Series) A

An essential guide to the Landlord and Tenant Act in Alberta written in clear and understandable terms. The tenancy agreement, rent and rent increases, common law principles, and changes in the law are also explained. Appendices, tables, and several sample items, such as termination notices, conclude this tenant's or landlord's handbook. sh-a

KEA 224 Z82 H37 346.7123
1. Landlords and Tenants - Alberta

LANDLORDS AND TENANTS: RIGHTS AND RESPONSIBILITIES (Videocassette) Alberta Consumer and Corporate Affairs, Consumer Education, ACCESS Alberta, c1981. 12 minutes n.a.

A detailed explanation of The Landlord and Tenant Act in Alberta is provided in this videocassette. The necessity for an accommodation inspection report is emphasized and illustrated. The types and contents of a residential tenancy agreement are listed. Obligations on behalf of both landlords and tenants have been included. Viewers learn about the local Landlord and Tenant Advisory Board and its role in residential renting matters. sh-a

KE A 224 A16 346.7123
1. Landlord and Tenant - Alberta
2. Youth as Consumers

THE LAW AND YOU: A LAYMAN'S GUIDE TO CANADIAN LAW (Book) by Chapman. McGraw-Hill, c1970. 453p. B

The Law and You is intended to provide Canadians with a clearer understanding of our laws and how to utilize them in the course of our everyday experiences. Mr. Chapman translates legal rights and responsibilities into easy, everyday language.

He answers such questions as: What procedures are expected of us? What hazards could be encountered? How can we protect ourselves? sh-a

KF 501.C36 340.0971
1. Law - Canada

THE LAW IS NOT FOR WOMEN: A LEGAL HANDBOOK FOR WOMEN (Book) by Marvin A. Zuker and June Callwood. Pitman (Copp Clark), c1976. 168p. B, hc; B, pap.

Addressing itself to women, this book informally but forcefully tells women what their legal position is, what it should be, and how to cope in the meantime. Legal information on women as children, wives, mothers, employees and pensioners is given. Abortion, separation, divorce, credit and other topics are discussed in a legal context. Addresses are provided for legal aid, family planning, women's centres, women's newspapers, and regional contracts. sh-a

HQ 1239.Z9 346.71013
1. Women in Canada
2. Law - Canada

LEARNING ACTIVITY PACKAGES (Kits) Unigraph, c1975. tg., student activity sheets. C each

These 12 packages on different consumer education topics are suitable for use by individual students or groups. Learning objectives, a pre and post test, and answers are included in each package. Situations are posed which lead to explanations and sample forms related to each topic. U.S. information and textbook approach restrict the interest these packages could generate, but teachers could use the basic information provided to develop their own program. Learning Activity Packages available: Advertising; Budgeting; Comparison Shopping; Consumer Contracts; Housing; Labels on Food and Clothing; Financing and Insuring a Car; Credit; Inflation and Recession; Payroll Deductions; Personal Checking Accounts. jh-sh

Varied 640.73
1. Consumer Education

LEARNING ECONOMICS THROUGH CHILDREN'S STORIES: A BIBLIOGRAPHIC REFERENCE (Book) by Andrew T. Nappi. Joint Council on Economic Education, c1978. 3rd. Rev. ed. 72p. A

Annotates children's books relevant to teaching economics in the elementary classroom. Books included enlarge the student's understanding of fundamental economic ideas and relate children's experiences to those ideas. It also contains descriptive summaries of books and surveys of articles and research on the teaching of economics in elementary schools. tg-pr-ue

Z 7164.E2.N16 330.07
1. Economics - Study and Teaching

LEARNING TO BE A WISE CONSUMER (Kit) Guidance Associates, c1975. 4 fs., 4 cass., tg. Approx. $150

"Who is a consumer" introduces the term "consumer" and helps students realize that their purchasing power has influence in the marketplace. "Consumer choices" shows that consumer choices are based on individual values and resources. "Buying wisely" demonstrates that advertising has the power to influence peoples' buying habits. The "Two R's: rights and responsibilities" encourage students to be aware that as consumers they have rights they should protect and responsibilities they should fulfill. Interesting situations, involving young people in consumer activities, illustrate various concepts. ue

TX 167.L47.T55 640.73
1. Consumer Education

LEGAL FIRST AID (Book) by M. McDonald. Coles, c1978. 175p. A

This book deals with legal situations that most Canadians are likely to encounter in everyday life. Constitutional law and the courts, contracts, accidents, family law, real estate law, wills and estates, insurance, and employee rights are covered in a logical and understandable manner. Appendices include items such as a simple will and a standard agreement of purchase and sale. The aims of this book are to enable the reader to understand basic legal terms and concepts, to help the individual protect his legal rights, and to assist anyone in using the services of a lawyer. sh-a

HV 685 M14 340.971
1. Law - Canada

LEGAL JAMS: ASPECTS OF CANADIAN CIVIL LAW (Book) by Steven H. Spetz. Pitman (Copp Clark), c1972. 106p. B

Centres on common, contemporary problems which people, especially poor people, encounter daily. He discusses the law as it pertains to each, dealing briefly with such subjects as The Combines Investigation Act, Warranties and Guarantees, Credit Bureaus and Collection Agencies and so on. Twenty-five case studies are also included.

KF 4741.Sp3 343.07
1. Consumer Protection - Canada 2. Credit
3. Law - Canada

LEGAL SURVIVAL KIT FOR ALBERTA HIGH SCHOOL STUDENTS (Book) Faculty of Law, University of Calgary, c1976. 32p. Free

A handy, humourously illustrated booklet written in the vernacular of the day. Explains what constitutes certain offences, legal process followed if charges are laid, and possible penalties if a conviction results. Students are advised to be respectful and cautious during police encounters. Topics covered include drugs, liquor, searches, criminal record, contracts and others. jh-sh

Ke 289.Un33 335
1. Law - Alberta

LEISURE: A RESOURCE FOR EDUCATORS (Book) by Catherine Cherry and Bob Woodburn. Ontario. Ministry of Culture and Recreation. (Ontario Government Bookstore), c1978. 106p. A

An attractive teacher's resource which presents a rationale, strategies, activities and resources for teaching leisure concepts to students of all ages. Interesting, relevant teaching strategies span a continuum of incorporating leisure into spontaneous classroom experience to teaching it as a topic in itself. Text is brief, well-identified with headings, and interspersed with quotes on leisure, and with reproductions of Canadian art illustrating leisure activities. Resources include both Canadian and U.S. organizations, books, classroom materials and audio-visual materials. tg

GV 14.5.C42 790.01
1. Leisure

LEMON-AID (Book) by L.P. Edmonston. Musson, Latest ed. 737p. B pap.

Provides much valuable information about specific makes and models of cars; their strong and weak points. New cars and their dealers, legal considerations, effective complaining and unfair dealer practices are dealt with. Included also is an extensive rating of different used car models. sh-a

TL 151.E45 629.2222
1. Automobiles - Maintenance and Repair
2. Used Cars

THE LEMON BOOK (Book) by Ralph Nader. Consolidated Amethyst Communications Inc., c1980. 236p. B

Consumers who have bought a "lemon" will find advice on how to complain effectively in this handbook on lemons in the American car industry. We are told how best to get a defective vehicle fixed or replaced and how to avoid buying a "lemon" a second time. Examples of successful and unsuccessful consumer complaints are provided. American agencies, addresses, and legal rights are used throughout the text which limits its applicability here. sh-a

TL 162 N28 629.2
1. Automobile Purchasing

LET THE BUYER BE AWARE: CONSUMER RIGHTS AND RESPONSIBILITIES (Book) by Elsie Fetterman and Margery K. Schiller. Fairchild, c1976. 217p. B pap.

This is an extremely informative book written primarily in a question-answer type format. It discusses how to avoid consumer problems through better buying techniques and careful planning, and explains how to complain effectively. Some of the areas discussed include: advertising, credit, debt management, real estate, home improvements, food, appliances, clothing, furniture, toys, product safety and automobiles. sh-a

HC 79.C63.F43 343.07
1. Shopping 2. Consumer Protection

LET THE BUYER BEWARE (Kit) Eyegate House, c1971. 6 fs., 3 cass. Approx. $100

Attempts to develop in children an alertness and awareness of the marketplace. Filmstrip titles are *Everything is not what it appears to be*; *Can you believe advertising*?; *Johnny has one*; *Measures, values and bargains*; *Use, quality and Service*; and *It is safe*? This kit is useful for discussion purposes despite some repetition. pr-ue

TX 167.L56 640.73
1. Shopping

LET US PREY (Book) by Robert Chodos and Rae Murphy ed. Lorimer, c1974. 197p. B, hc.; A pap.

A collection of articles written for the Last Post magazine. In the articles, the various authors direct a critical eye at some of the largest corporations operating in Canada. a

HG 5152.C45 332.672
1. Investments, Foreign

LET'S GO SHOPPING (Booklet) by Meryl L. Landy. Frank E. Richards, c1975. 33p. A

This is a student workbook on shopping in different types of stores: specialty shop, chain store, mail-order house, drugstore, and department store. Each lesson follows a traditional format - key words; a contrived shopping situation; short answer, vocabulary, matching and other recall questions. Names of U.S. stores, low vocabulary but repetitive sentence and paragraph structure, stiff black-line drawings, and lack of imagination in text and exercises result in a below average instructional aid. ue-jh

TX 335.L23 658.84
1. Shopping

LET'S GO SHOPPING (Kit) Changing Times (Marvin Melnyk), c1973. 2 fs., cass., fact sheets. Approx. $75

The kit is designed to help those with limited means meet personal needs in a marketplace that presents unlimited choices. The objective is to help develop good buymanship, not by lecturing, but by encouraging students to analyse the buying dilemmas presented in five episodes. jh-sh

TX 167.L56.C36   640.73
1. Shopping

LET'S GO SHOPPING (Kit) by Glenice Brown. Filmstrip and Slide Laboratory, c1976. 4 fs., 4 cass., tg.

Two Canadian children visit a country store, a supermarket, a shopping centre and a department store. On location photographs are adequate, but dialogue between children, parents and store personnel is slow-moving. Content introduces general consumer topics without detail - money, packaging, workers, products. The teacher's guide provides frame by frame suggestions for follow-up activities in all primary school subject areas. The kit could be successful coordinated with existing themes. pr

🍁

TX 335.B81   372.8044
1. Shopping

LICIT AND ILLICIT DRUGS (Book) by Edward M. Brecher. Little, c1972. 540p. C, hc. B, pap.

Describes the pharmacological effects of drugs on the mind and body and recommends measures for curbing misuse. It considers licit drugs, caffein, nicotine and alcohol; the history of drugs and their effects on users; as well as the history of drug laws, policies and attitudes. It is firmly based on published scientific literature as well as practical experiences such as interviews, visits and conferences. Contains information from the Canadian Le Dain Commission Report. sh-a

HD 9665.7.B74   615
1. Drugs

LIFE INSURANCE FOR CANADIANS. HOW MUCH? WHAT KIND? FROM WHOM? (Book) by James E. Rogers. International Self-Counsel, c1978. 71p. (Self-Counsel Series) A

Covers all aspects of life insurance - necessary coverage; permanent versus term insurance; selecting an insurance agent; disability income insurance; retirement savings plans and other topics. Comparison tables for various plans and premiums are included. sh-a

🍁

HG 8773.R64   368.32
1. Insurance, Life

LIFE ON PARADISE ISLAND (Book) by Roman F. Warmke and W. Harmon Wilson. Scott, Foresman (Gage), c1970. 144p. B

By use of make-believe characters of the "Jubilant Tribe" on "Paradise Island", the authors attempt to help young students begin to understand some of the elementary principles of economics that affect them every day. The story depicts a primitive society evolving into a more advanced economic society. It attempts to explain how capitalism arose, and deals briefly with unions, inflation and war. pr

HC 28.W69   330.122
1. Economics

LIVING BETTER (Book) by Lois Rosenthal. Writer's Digest Books, c1978. 193p. B

A fresh and imaginative handbook that shows the resourceful consumer how to look at everyday items from a different perspective and put them to creative use. Numerous ideas are given on recycling junk, taking inexpensive vacations, making memorable gifts, and finding food and clothing bargains. Shopping wholesale, government surplus, home catalogue, factory outlet, and city service sources are discussed, along with guerilla shopping tactics. The lesson behind this "hand-written and illustrated" book is that to stretch your dollar you must stretch your imagination. sh-a

TX 335 R69   640.73
1. Consumer Education

LIVING IN THE FUTURE: NOW (Kit) BFA Educational Media (Holt, Rinehart), c1974. 1 fs., 1 cass. (Our Changing Values) D

In a discussion format this sound filmstrip has students, futurists and teachers presenting their views on values and man's ability to adapt to change. Automation, global communication, impermanence, overchoice, and the throw-away society are some of the issues raised. Visuals and sound are well-coordinated and interesting. The questioning nature of this presentation should succeed in stimulating class discussion on values and change. jh-sh

BF 778.L75   301.247
1. Values
2. Social Change

LIVING ON A SHOESTRING (Book) by Michael Edelhart. Doubleday Canada, c1980. 199p. B

This book gives advice on how to cope with finances, furnishings, food, and rent with a fixed or low income. Creative ideas are presented for utilizing low-cost materials to maintain a comfortable and enjoyable lifestyle. Four chapters supply recipes for soup, pasta, meat, vegetables, bread, and drinks. These suggestions would be useful for students and young people on their own, as well as anyone who wants to use thrifty ideas in their daily living.   sh-a

HG 179 E33   332.024
1. Finance, Personal
2. Home Economics

LIVING WELL IN TIMES OF SCARCITY (Book) Pollution Probe (Consumer's Association of Canada), c1976. 68p.   A

A Canadian activity book directed to all age groups. A broad spectrum of consumer interest areas is presented including nutrition, energy and resource conservation, shopping awareness, advertising and others. Primarily an illustrated collection of games, quizzes and charts, the book offers a means of actively learning consumer education in the community. pr-a

HM 211.H58   640.73
1. Shopping 2. Ecology

LOST IN THE FINE PRINT (Kit) ACCESS, c1981. tg., duplicating masters, pamphlets, Free

This teaching package accompanies the videocassette with the same name. The main objective of the teaching unit is to involve students in the process aspect of consumer decision-making. By doing these suggested activities, exercises, and discussions, they should develop a set of guidelines useful for making any consumer purchase. Worksheets and teaching suggestions are given for a unit on "Five steps to buying a used car". Creative writing exercises, dramatizations, and local studies projects are provided. Additional resources include lists of other video programs, Tip sheets, and duplicating masters. tg-sh-a

TX 335 I31   343.743   🍁
1. Consumer Education - Study and Teaching
2. Complaints (Retail Trade)
3. Warranty

LOST IN THE FINE PRINT (Videocassette) ACCESS Alberta, c1979. 30 minutes colour. n.a.

A young couple learn about the financial, legal and emotional problems that can result from not investigating thoroughly a used car van before buying. Certain steps should be followed when buying in today's marketplace. These include comparison shopping and reading all contracts properly before signing. This couple initiate action against the used car dealer for misrepresentation of facts. We see what consumer rights and responsibilities they have in attempting to settle their grievances. Reference is made to Alberta Consumer Affairs and Alberta legal procedures. sh-a

TX 335 I3   343.7   🍁
1. Complaints (Retail Trade)
2. Warranty

MAIL ORDER BUYING (Kit) Alberta Consumer and Corporate Affairs. Consumer Education Branch, c1980. 12 min. videotape, 3 tip sheets, 3 transparencies, duplicating masters, tg. n.a.

This teaching package was developed to promote awareness of consumer rights and responsibilities in regards to mail order buying. As well, it should help to improve the skills used to interpret advertising. The videotape, "Mail order buying", is the main resource. Real-life examples of consumer complaints and extravagant advertising claims are presented in this segment of a 1979 CBC Marketplace program. The teacher's manual includes background information such as relevant legislation; activities; and discussion questions for class participation.   tg-sh-a

HF 5466 A7   659.13   🍁
1. Mail Order Business

MAKING IT ON YOUR OWN (Kit) Gordon Watt Films, c1979. 5 fs., 5 cass., tg. $300

The three topics in this kit are designed to help students be better prepared to cope with being on their own. The first section, "On Your Own", presents the personal philosophy and daily experiences of four young individuals as they handle life on their own. Section two, "Managing Your Money", discusses the management of personal finances when you receive your first paychecks. The final section, "Your Own Place", is concerned with the issues facing two friends when they decide to rent and share an apartment. These sections could be utilized separately or as an integrated whole unit. There is a detailed teacher's guide with suggested follow-up activities. jh-sh

TX 326.M28   640.73
1. Youth as Consumers

MAKING VALUE JUDGEMENTS: DECISIONS FOR TODAY (Book) by Carl A. Elder. Merrill (Learning Tree), c1972. 178p.   B

Provides guidelines to help teens clarify their values and understand the decision-making process in order to learn to make their own personal judgements. The format encourages discussion and expression of individuality through inquiry into critical problems facing young people today. Profiles and case studies give students opportunities to examine important issues, study alternative actions, and consider consequences. jh-sh

BF 778.E42   658.403
1. Values 2. Decision-making

MANAGING PERSONAL FINANCE (Book) by Holley H. Ulbrich and T. Bruce Yandle. Business Publications, Inc. (USA) Irwin-Dorsey Ltd. (Canada), c1979. 407p. C

Intended as a text for American post-secondary students, this book could nevertheless serve as a supplementary source in secondary consumer education. Sections on budgeting, credit, shopping and investing are particularly applicable, while sections on consumer law, insurance, taxation, and housing reflect American biases and figures. Interesting cartoons and literary quotations enliven the text somewhat, and a glossary and detailed index are included. sh-a

HG 179 U2　　332.024
1. Finance, Personal

MANAGING YOUR MONEY (Book) by Elizabeth James. Macdonald-Raintree Canada, c1977. 47p. B

The seven chapters each explain a different aspect of money management for children first learning how to budget their money. The concept of money is explained and how savings and checking accounts work. Ideas are provided on various ways to earn money. A simple budget is demonstrated and readers are encouraged to start their own. The concepts presented here are more complex than the sentence structure being used. ue

HG 221.5J347　　332.024
1. Money
2. Finance, Personal

MANAGING YOUR MONEY (Book) by Barbara A. Morrow. Educator Supplies Ltd., c1980. 12 transparencies, 20 duplicating masters, tg. B

This information is designed to supplement any curriculum concerned with personal money management. Topics covered include paychecks, budgeting, bank accounts, investments, credit, and insurance. Notes to the teacher offer background information and ideas related to each study unit. tg-jh-sh

HG 179 M83　　332.024
1. Finance, Personal

MANAGING YOUR MONEY (Game) Cuna Mutual Insurance Society (Credit Unions), c1970. A

The winner of this game for two to six players is the first person to repay the $2000 credit union loan and save $2000 in his/her share-savings account. Similar to Monopoly in format, the game contains paper money, occupation cards, insurance cards, chance cards, and bank passbooks. Players must obtain a job and keep financial records to be successful. An enjoyable lesson in money management for all ages, but it might be more realistic if other careers besides those in the trades were included in the occupations cards. ue-a

HG 179 M34　　332.024
1. Finance, Personal

MANAGING YOUR OWN MONEY (Book) by Jerome R. Rosenberg. Newsweek Books, c1979. 506p. B

This is a practical book on money, beginning with the fundamentals of money and moving on to explain other subjects in money management. Tax planning, estate planning, life and health insurance, credit, real estate, tangible and intangible property, leasing versus purchasing, and budgeting for the future are thoroughly and clearly explained. This guide comprises a do-it-yourself money management program for the middle-income family with expert advice on every personal financial situation. sh-a

HG 179 R675　　332.024
1. Finance, Personal

MANAGING YOUR OWN MONEY: A SELF-TEACHING GUIDE (Book) by Gary Zimmerman. Wiley & Sons Canada, c1980. 211p. B

This book was designed as a self-contained individualized course in personal finance and could be used as a basic course textbook. The basics of personal finance are discussed and this includes the fields of budgeting, banking, insurance, taxes, investments, and retirement. Review questions and answers are provided for each section. a

HG 179 Z55　　332.024
1. Finance, Personal

MANUAL OF CANADIAN BUSINESS LAW (Book) by John Delatre Falconbridge and Sidney Earl Smith. Pitman (Copp Clark) n.d. 4th ed. Western ed. 299p. A

Written in non-technical language for teachers and students of commercial colleges and schools, this manual briefly presents Canadian business law. Legal aspects of contracts, banks, and banking, sales guarantee and suretyship, landlord and tenant, mortgages, wills, and other topics are covered. Review questions test comprehension of each topic. Table of contents, index, and section headings facilitate use of the manual. Sample forms and example cases are included where applicable. sh-a

KE 911.F18　　346.00971
1. Law - Canada

MARKET: A SIMULATION GAME (Game) Benefic Press
(Scholar's Choice), c1971. Varied. Approx. $75

Designed to assist students in understanding the principles of supply and demand. The game is played by teams of retailers and consumers; each team is made up of two students. There will be two winning teams, one from the retailers and one from the consumers. A retailer team wins when it succeeds in earning the most profit. A consumer team, to win, must succeed in purchasing food cards at lower competitive prices than the other teams, while at the same time completing the requirements for the six dinner meals. jh

HF 5429.M34 658.8
1. Marketing

MARKET MADNESS (Game) Mottiar Enterprises
(Scholar's Choice), c1974. Varied. B

A board game for 3-8 players. Players start with a limited amount of money and use it to buy shares. The market fluctuates and players make money by buying and selling shares. A recreational game to supplement lessons on the stock-exchange. jh-a

HG 4555.M34 332.64 🍁
1. Stock-exchange

MARKETING I AND II (Book) by Richard G. Fraser.
Gage, c1977. 2 vol. B/vol.

Texts intended to develop an awareness of the scope of marketing in Canada and career possibilities in marketing. Marketing I discusses the marketing process; business organization and management; locating and establishing a business; the salesperson's knowledge; consumer psychology; credit and collection and more. Marketing II deals with advertising; displays; packaging; travel and tourism; marketing research; consumer motivation; the shopping mall; and hotel-motel franchising. Throughout the chapters students become actively involved with case studies, charts and blank forms. As well, vocabulary lists and self-test questions are included. sh-a

HF 5415.F84 658.8 🍁
1. Marketing

MARKETING IN CANADA (Book) by Peter M. Banting.
McGraw-Hill, c1973. 221p. (Marketing Series)
B pap.

This text, recommended for use in Marketing 20, covers such topics as buyers, markets, marketing research, products, prices, distribution, advertising and the government's role in marketing. Interesting, easy-to-read and well illustrated, each unit has comprehension and discussion questions as well as suggested activities. sh

HF 5415.12.C16.B22 658.8 🍁
1. Marketing

THE MARKETPLACE: A RESOURCE KIT FOR TEACHING CONSUMER EDUCATION (Kit) Changing Times
(Marvin Melnyk), c1971. Varied. Approx. $75

Three units explore topics relevant to consumers in the marketplace - advertising, gyps and frauds, and guarantees and warranties. Kit materials - pamphlets, quizzes, bibliographies, posters and transperencies - plus teaching suggestions should aid teachers in developing lesson and unit plans. sh

HF 5415 M34 640.73
1. Warranty 2. Advertising 3. Fraud

MARKETPLACE: AN ECONOMICS EDUCATIONAL GAME (Game)
Security Pacific National Bank. Joint Council on Economic Education (American Bankers Association) c1968. Varied. Approx. $100

Explains the capitalist economy by demonstrating supply and demand, factors of production, the flow of capital and goods, the functions of money and the influence of the profit motive. Play involves strategic thinking, role playing, bargaining and compromising. Playing time: 2-12 periods of 50 minutes. Number of players: 20-50. sh

H 62.M34 330.112
1. Economics

MARKETPLACE ETHICS (Kit) Warren Schloat Productions
(Prentice-Hall), c1975. 5 fs., 5 cass., tg.
Approx. $150

Using narrator/photograph format this kit examines marketplace ethics. It questions our sense of right and wrong, honesty and dishonesty in the supermarket, the automotive plant, the Watergate courtroom, and in our own home. Food pricing, labelling of drugs, safety of food and fabrics, and safety standards are discussed. U.S. settings, codes and laws restrict the kit's usefulness. jh-a

HQ 79.C63.M34 343.07
1. Consumer Protection

MARRIAGE AND FAMILY LAW IN ALBERTA (Book) by Jean
McBean. International Self-Counsel Press, c1980.
2nd ed. 203p. A

This self-counsel book is designed to answer questions concerning family law in Alberta. An explanation of the new Matrimonial Property Act has been included in appropriate chapters. Aspects of the law and practical advice are provided for these topics - marriage, common-law, property, separation, divorce, maintenance, wills, taxes, and children. sh-a

KEA 194 Z82 M2 346.015 🍁
1. Law - Alberta

MASTER CURRICULUM GUIDE IN ECONOMICS FOR THE NATION'S SCHOOLS

see
A Framework for Teaching Basic Economics:
Basic Concepts

Strategies for Teaching Economics

MATH FOR TODAY AND TOMORROW (Book) by Kaye A. Mach and Allan D. Larson. Weston Walch (Atlantic Book), c1976. Rev. ed. student ed. 211p.; teacher's ed. 227p.

A consumer mathematics text providing practice in basic arithmetic, weights and measures, budgeting, borrowing, credit, insurance, investments, real estate, and metric measurement problems. The metric measurement chapter appears to be the extent of the revision of a 1978 edition. Case problems are often divided into cases for girls and cases for boys, with girls babysitting and boys mowing lawns. Organization, presentation of material, and content is mediocre. jh-sh

HF 5689.M18 513
1. Mathematics

MATH IN EVERYDAY LIFE (Book) by David E. Newton. Weston Walch (Atlantic Book), c1976. 126p.

A consumer mathematics workbook providing detailed practice in home finance situations. Most exercises involve using given information to calculate accurate entries for forms or charts. Pay slips, budgets, grocery prices, bank statements, mortgage payments, utility bills, and life insurance and taxation schedules are reproduced for students to fill in. U.S. agencies and financial plans are cited, and material is developed around a sample American family. Of limited usefulness. jh-sh

HF 5689.N48 513
1. Mathematics 2. Finance, Personal

MATHEMATICS IN LIFE: SKILLS, CONSUMER AND CAREER APPLICATIONS (Book) by L. Carey Bolster and H. Douglas Woodburn. Gage Publishing Ltd., c1978. 432p. C

A practical and well-organized text which might be best suited to a course in high school business mathematics, this book also has applicability for consumer mathematics, and for junior high school students if only certain units are selected. The text is arranged in six units of three chapters each, with topics ranging from whole number operations through decimals, the metric system and ratios to statistics, algebra and geometry. Each chapter is followed by consumer applications of the skills learned, as well as applications possible in a variety of careers. Pre and post-tests are included for each chapter, and calculator exercises conclude each unit. Appendices include answers to all odd-number questions, tables, a metric guide, a glossary, and an index. jh-a 🍁

HF 5689 B63 513
1. Mathematics

MEAT TRADE SECRETS EXPOSED (Book) by Vernon E. Lutner. Lutner Company Consumer Products, c1979. 185p. B

A large portion of most consumers' food budgets is used to purchase meat, so knowledgeable shoppers can reduce their total food expenditures by buying meat wisely. Meat Trade Secrets Exposed, written by a Canadian with thirty-five years of experience in the retail meat business, provides a guide to recognizing good buys in meat, and alerts shoppers to the tricks of the meat-cutting trade which would allow retailers to increase their profits at the expense of the consumer. sh-a 🍁

TS 1962 L7 641.36
1. Food

THE MECHANICS OF BUDGETING

see
The Complete Consumer Series

TX 335.AL1.C73V.4
1. Budgets, Personal

THE MEDICINE SHOW (Book) Editors of Consumer Reports. Pantheon (Random House), c1980 Rev. ed. 384p. B, hc; A pap.

The purpose of this book is to help consumers become informed so they can make better choices in the areas of health and medicine. Working their way through such ills as coughs, indigestion, haemorrhoids, dandruff and insomnia, the authors give a detailed account of available medications and their effectiveness. They also advise the reader on how to buy prescription and non-prescription drugs, how to choose a family doctor and the characteristics of a good hospital. sh-a

RC 81.M496 615
1. Medical Care 2. Drugs

METRIC MAGIC (Book) by Imogene Forte and Mary Ann Pangle. Incentive Publications (Atlantic Book), c1977. 112p. B

A collection of mini-units which present a series of activities involving metric skills on various themes. For example, one unit involves producing a theatrical production. Students require background knowledge of metric measurements, problem-solving and arithmetic. The metric themes are overdone and the nature of the activities repetitious. Teachers may find some of the suggestions useful after an organized unit on metrics has been taught. However, the lack of basic metric information, inconsistency in skills required for activities within units, and general rather than step-by-step instructions are serious drawbacks. ue

QC 91.F77 372.7
1. Metric System
2. Mathematics

METRIC MASTERY (Spirit Masters) by Imogene Forte and Mary Ann Pangle. Incentive Publications (Atlantic Book), c1977. 18 spirit masters C

This collection of spirit masters presents activities with a metric theme designed to reinforce vocabulary, arithmetic and measurement skills. The metric theme is forced, substantial background skills are needed to complete the exercises and teacher guidance and explanations would be required. Of limited value. ue

QC 91.F772 327.7
1. Metric System
2. Mathematics

MICRO-ECONOMY (Game) Harcourt (Academic Press), c1973. Varied. E, game; B, tg.

Orients students to the real world of work by giving them an opportunity to understand how the elements of an economy mesh and are interdependent. Students should thus conclude that whatever job one performs is a part of an integrated whole, rather than an isolated fragment. Establishing and operating one's own business is also considered a possibility. sh

H 62.R41 330
1. Economics

MIKE GRENBY'S MONEY BOOK: HOW TO SURVIVE CANADA'S INFLATION (Book) by Mike Grenby. International Self-Counsel Press, c1979. 2nd ed. 169p. (Self-Counsel Series) A

This handbook tells you how to manage your money, bargain wisely, and enjoy the money you accumulate. Twenty-one chapters cover topics such as housing, credit, effective complaining, comparison shopping, insurance, and investment. Marriage, travel, entertainment, having children, and retirement are also discussed in a clear and readable style. By knowing how to control your money, you can maximize your chances of financial survival during times of inflation according to the principles outlined in this book. sh-a

HG 179 G74 332.024
1. Finance, Personal

THE MIND BENDERS (Book) by J. Robert Teringo and Robert Sweet. McGraw-Hill, c1969. 96p. A

The Mind Benders begins with some visual exercises with which the reader can test his perceptual abilities. From there the book goes on to discuss some specific techniques which are used in advertising, radio, films, print and music to manipulate perception so as to elicit a certain desired response. sh

HF 5832.T27 301.16
1. Advertising - Psychological Aspects
2. Mass Media

MR. BANKER (Game)

see
You're the Banker (Game)

MOBILE HOMES (Videorecord)

see
The Complete Consumer Series

TX 335.AL1.C73.V.7
1. Mobile Homes

MODERN CONSUMER EDUCATION: A PRACTICAL REAL-LIFE APPROACH TO TEACHING CONSUMER EDUCATION (Kit) Grolier, c1970. 39 lessons, 27 programmed learning booklets, 12 cass., 2 fs., answer cards, wall chart, tg. Approx. $300

Contains individual learning units in six areas: 1) Food, Clothing and Shelter; 2) Cars, Furniture and Appliances; 3) Protecting Family Health and Security; 4) You and the Law; 5) Ways to Handle Money; and 6) Ways to Shop. Consumer situations presented on cassettes are interesting and the cassettes provide directions for student participation. sh

TX 335.M72 640.73
1. Consumer Education

MODERN CONSUMER EDUCATION: SUPPLEMENT ONE (Kit) Grolier, c1973. 5 fs., 5 cass., record book, tg. Approx. $100

Units are concerned with modern trends in consumerism, product safety, budgeting, use of leisure time and investments and retirement planning. The program can be used by itself, integrated with the larger modern consumer education program or used as a supplement in Home Economics, Social Studies and other areas. Photography and narration is interesting, but cites U.S. legislation and agencies. sh

TX 335.M72 Supp. 640.73
1. Consumer Education

MONEY AND BANKING: ANALYSIS & POLICY IN A CANADIAN CONTEXT (Book) by Gordon F. Boreham, with Eli Shapiro, Ezra Solomon and William White. Holt, Rinehart and Winston of Canada, c1979. 2nd. ed. 917p. C

An authoritative reference on all aspects of the Canadian monetary and fiscal system. The topics covered include money and credit, the commercial and central banking systems, money and capital markets, macroeconomic and monetary policies, international monetary economics, and postwar business cycles. Each of the twenty-six chapters is followed by discussion questions. Primarily designed as a graduate text, this book would nevertheless be useful as a reliable source of background information for teachers. a

HG 153 B6 1979 332.10971
1. Money
2. Banks and Banking

MONEY GO ROUND AND OTHER MONEY MATTERS (Kit) Canadian Life Insurance Ass., c1972. 1 fs., 1 recording, transparencies, pamphlets. B

The kit concerns itself with "the use and abuse of money". 7 paradoxes of economics are presented - buying and selling; more money and less buying power; law of diminishing returns; and others. An entertaining format is used. sh

HD 21.M74 339
1. Economics 2. Money

THE MONEY JUNGLE (Game) Manitoba Home Economics Directorate. Manitoba Dept. of Health and Social Welfare (Queen's Printer, Manitoba), no date. Varied. B

Designed for children from 6 to 11 years of age and played with 2 to 6 players. The object is to aid a child in becoming aware of money management and to suggest good and poor methods of handling money. Similar to "Snakes and Ladders", it takes about half an hour per game. pr-us

TX 326.M31.M34 640.73
1. Budgets, Personal

MONEY MAKES SENSE (Book) by Charles H. Kahn and J. Bradley Hanna. Copp Clark, c1977. Can. ed. 112p. (Pacemaker Practical Arithmetic Series) A

This workbook introduces Canadian coins and provides practice in simple addition and comparison of money values. Exercises involve matching and naming Canadian coins and their values, counting money, addition and comparison. Pictures of Canadian coins, written words, and numerical symbols represent sums.

TX 326.K121 372.72
1. Mathematics

MONEY MANAGEMENT (Book)

see
Contemporary Consumer Series

HG 179.M19
1. Budgets, Personal

MONEY MANAGEMENT (Book) by Barbara Nesbitt. Millikin (Scholar's Choice), c1977. 24p. A

This is a set of duplicating masters which follow a family through a six month budgeting period. The worksheets attempt to develop skills in practical living - planning, budgeting, record keeping, and mathematics. The material would require a great deal of teacher planning and additional material to hold student's interest. jh

TX 326.N36 640.42
1. Budgets, Personal

MONEY MANAGEMENT (Kit) by Easy Klein. Society for Visual Education (Moyer Vico), c1978. 4 fs., 4 cass., tg., activity sheets. (Life Skills Series) Approx. $150

This kit gives an introduction to budgeting, detailed descriptions of savings and checking account operations, and discusses special savings plans and the use of credit. A single narrator narrates each filmstrip. The audio corresponds to photographs of a young adult going through the financial processes being explained. Information is accurate and comprehensive, sometimes specifically U.S. in content, but overall presentation is slow moving. Teacher's guide suggestions and activity sheets are standard. jh-sh

HG 3755.M74 332.024
1. Finance, Personal
2. Banks and Banking

MONEY MANAGEMENT: A COMPLETE GUIDE TO SUCCESSFUL SPENDING, SAVING, INVESTING (Book) by W. J. Reddin and R. Stuart-Kotze. McGraw-Hill, c1974. 428p. B

A guide to money management for Canadians. Budgeting, saving, credit, insurance, investments, housing, wills, and other topics are covered. Style is informal and readable, while information remains accurate and comprehensive. Table of contents, headings, tables, checklists, and index assist the reader in finding specific information. Canadian content and the presentation of conflicting views on money management and investments make this a valuable resource. sh-a

HG 179.R24M   332.024
1. Finance, Personal

MONEY MANAGEMENT: CHOICES AND DECISIONS (Book) by Elsie Fetterman. Houghton, c1976. 246p. B pap text ed.; A, instructor's manual.

This textbook deals with values and goals and their effect on marketplace choices. It suggests alternatives with regards to money matters and encourages the reader to select those best suited to his way of life. Credit, spending and saving, housing, food, clothes, transporation, insurance and U.S. consumer agencies are discussed and follow-up questions included. jh-sh

TX 326.F31   640.73
1. Finance, Personal

MONEY MANAGEMENT LIBRARY (Booklets) Money Management Institute (HFC). 12 booklets. B

This series of colourful booklets attempts to increase the reader's money management skills by providing information which will help to get the most value from money spent. Topics covered include housing, clothing, appliances, recreation children's spending, automobiles, credit, furniture and savings and investment. jh-a

TX 326.H81.M74   640.73
1. Shopping

THE MONEY MARKETPLACE: A TEACHER'S GUIDE TO CONSUMER CREDIT (Kit) B.C. Ministry of Consumer and Corporate Affairs, c1980. tg., pamphlets n.a.

This guide offers a brief description of the money marketplace and presents the use of consumer credit as part of an organized approach to money management. The suggested activities could be integrated into a consumer studies program or be used seperately as a general study of the money marketplace. Many of the listed resources are available in B.C. only. tg-jh-sh

HG 3755 B75   332.743
1. Credit

MONEY MATTERS (Book) by Robert E. Oliver and Michael J. Daypuk. McGraw-Hill, c1973. 80p. A

The authors present a combination of case studies, information, project outlines and discussion questions that will enable a student to develop his own rationale for consumer behaviour. The topics covered include budgeting, savings plan, life insurance, buying major durable goods, shopping for credit, investment, inflation, taxation and estate planning. jh-sh

TX 326.OL3   332.024
1. Finance, Personal

MONEY, MONEY, MONEY (Book) by Tom Morgan. Putnam (Academic Press), c1978. 118p. B

A simplified narrative about personal finance addressed to a wide audience. Chapters cover loans, checking and savings accounts, mortgages, formation of a company, risk-taking, credit, profit, investments, inflation, and bankruptcy. Sample situations describing the activities of Sally, Sam and other borrowers and investors illustrate economic principles and answer basic finance questions. This is a different approach to presenting financial information which is easy-to-read, generally applicable to Canadians, and indexed for access to specific topics. jh-a

HG 179.M65   332.024
1. Finance, Personal

THE MONEY MOVERS: WHAT BANKS DO AND WHY (Book) by Don Colen. David McKay Co., Inc., c1978. 56p. B

With easy-to-read text, sketches, and photographic illustrations, this well-designed book explains the fundamentals of banks and banking. A brief history of money opens the discussion, and concepts such as interest, lending, and borrowing are developed in logical progression. Bank services, including computer operations, cheque clearing, credit cards, and credit ratings are also included. A glossary is appended, but there is no index. jh

HG 1576 C64   332.1
1. Banks and Banking

MONEY OF YOUR OWN (Book) by Grace W. Weinstein. Clarke Irwin, c1977. 99p. B

Discusses the handling of money with emphasis on budgeting, learning to shop, uses of credit, saving and attitudes toward money. Larger print, simple explanations, and an index help make this book a useable reference for junior high students. jh

HG 179.W44   332.024
1. Finance, Personal

MONEY TALKS, or - YOU'VE GOT TO HAVE A PLAN, MAN! (Kit) Money Management Institute (HFC), c1973. 2 fs., 1 cass., tg., pamphlets. C

Information is presented on values, financial goals and priorities, the life cycle, money management, opportunity costs, decision-making, income, expenses, saving versus borrowing, and financial responsibilities. Case studies are presented in cartoon form with photographed faces. Questions follow each conversation. The kit is interesting and useful as a general introduction to personal money management. jh-a

TX 326.M74 332.024
1. Finance, Personal

MONEYWISE: THE PRENTICE-HALL BOOK OF PERSONAL MONEY MANAGEMENT (Book) by Richard J. Stillman. Prentice-Hall, c1978. 581p. C

Moneywise is essentially an adaptation of the author's Guide to Personal Finance, a college textbook. Intended for the general reader, it is designed as a quick reference source for immediate information, or, used in its entirety, as a means of establishing a lifetime money-management program. Included are chapters on budgeting, credit, household expenditures, housing, transportation, insurance, investments, and estate planning. Subtopics, such as advice on buying a particular household appliance, are easily accessible through the detailed index. An extensive glossary, a list of periodicals and services, and a bibliography are provided. sh-a

HG 179 S842 332.024
1. Finance, Personal

MORE FOOD FOR OUR MONEY: FOOD PLANNING AND BUYING (Book) by Marilyn Thypin. Marvin Melnyk, c1979. 59p. A

Shopping for food in a nutritious and economical fashion is demonstrated by following a young married couple on two weekly shopping trips. Through their conversation, readers learn about cost comparisons and the use of coupons. The principles being discussed apply in any modern shopping situation. jh

TX 356 G53 641
1. Shopping

MORE FOR YOUR MONEY: A CONSUMER EDUCATION MANUAL FOR THE LOW-INCOME CONSUMER (Book) by Effie B. Crockett. National Consumer Information Center, c1976. 2d. ed. 132p. B

A comprehensive but simplified treatment of consumer education topics - budgeting, credit, loans fraud, and shopping for various consumer items. A brief discussion introduces the topic, and checklists of do's and don'ts are common. Large black ink drawings reinforce the text, and a question and answer review concludes. Although intended for use with community groups, teachers may find the manual helpful in developing consumer education units. jh-a

HC 114.P6.M71 640.73
1. Consumer Education - Study and Teaching

MORE FOR YOUR MONEY: A YOUNG PERSON'S GUIDE TO EARNING, SAVING, AND SPENDING (Book) by David and Marymae Klein. Penguin Books, c1979. 215p. A

This paperback provides a complete guide to spending and saving. The authors discuss summer and part-time jobs, various ways of saving money, buying by mail, advertising, warranties and guarantees, where and when to shop. The last section details getting the most for your money when buying specific items. An index is included to facilitate finding specific topics. jh-sh

TX 167 K67 1979 640.73
1. Youth as Consumers
2. Shopping

MOST MILES PER GALLON (Book) by Dick O'Kane. Doubleday, c1975. 89p. A

Simple step-by-step instructions teach the reader how to tune a car for maximum performance, and then how to keep it running efficiently. One chapter is devoted to learning about parts and tools and where to buy them. Line illustrations throughout the text facilitate the identification of car parts being discussed. jh-a

TL 154.047 629.288
1. Automobiles - Maintenance and Repair

MY DARLING DOLLAR: A HANDBOOK FOR SAVING MONEY (Book) by Mike Grenby. Douglas, David & Charles (Douglas and McIntyre), c1973. 124p. A pap.

Outlines in a conversational manner the most practical ways of saving money, living on as little as one chooses and still getting the most out of life. The author shares his personal experiences in such areas as credit, renting, buying a house, furniture, entertainment, travel, and retirement in hope that he will help consumers to get more of what they want out of life. sh-a

TX 326.G86 332.024
1. Finance, Personal

MY ENERGY BOOK (Book) Energy Ant. Federal Energy Administration (U.S. Government Printing Office) c1976. 29p. Free

A humorously illustrated picture comic book explaining what energy is, what it does, who uses it, and its various sources. The need for finding new energy sources, and conserving energy in day-to-day living are stressed. Vocabulary is advanced but the illustrations and explanations will help comprehension. pr-ue

TJ 163.3E1 333.7
1. Energy Conservation

THE NET IS CONSUMERISM: YOU ARE THE CATCH (Audio-record) CBC Learning Systems, n.d. 3 cass., 30 minutes each. B

In this series of 3 audio cassettes on consumerism real-life interviews, fictional dialogue, and sound effects explore different topics. "What Will You Trade for My Mind" discusses the purposes and development of advertising. "All That Glitters Makes Your Head Spin" explores the role of merchandising and the power, pitfalls and myths of merchandising. "Will That be Cash or Manana" reviews consumer motivation in buying products and then discusses the purpose of credit, the need for credit and the cost of credit. sh-a

HC 79.C63.N38 658
1. Consumer Education

THE NEW CONSUMER SURVIVAL KIT (Book) by Richard George. Little, Brown, c1978. 345p. B

Scripts for Consumer Survival Kit, a television show produced by the Maryland Center for Public Television, are the source of this volume. Various consumer topics under the headings Housing, Automobiles, Health, Money, Planning, Shopping and Settling Differences are discussed giving guidelines for consumers. Basic information is practical and informative, but specific laws, agencies and additional sources of information are American. Readers must use the table of contents for access to specific topics as no index is provided. jh-a

TX 335.G45 640.73
1. Shopping
2. Consumer Education

THE NEW ERA CAR BOOK AND AUTO SURVIVAL GUIDE (Book) by Bob Fendell. Holt, c1975. 292p. C

Aimed at the prospective American car owner, this book discusses using an automobile for transportation, as well as whether one should buy a new or used car or rent. Information on financing, warranties, insurance, repairs and basic car mechanics is included. Helpful questionnaire checklists summarise various topics and help the consumer identify his needs and objectives. sh-a

TL 162.F46 629.2222
1. Automobile Purchasing

THE NEW MONEY DYNAMICS (Book) by Venita VanCaspel. Reston, c1978. 461p. C

A step-by-step guide to be used as a blueprint for financial independence is given in this book. Various types of investments are discussed, such as stocks and bonds, mutual funds, real estate, and life insurance. An application exercise at the end of each chapter asks questions directed toward the formulation of your personal money plan. A large glossary of investment terms concludes this handbook on playing the money game to win. sh-a

HG 4521 V18 332.024
1. Investments 2. Finance, Personal

THE NEXT 200 YEARS: A SCENARIO FOR AMERICA AND THE WORLD (Book) by Herman Kahn, William Brown and Leon Martel. Morrow (Gage), c1976. 241p. A pap.

In this provocative work, the authors confront a major issue of the second half of the twentieth century: whether technological and industrial growth will ultimately destroy mankind or bring the world peace and prosperity. Asserting that America and the world are at the turning point in history, they present the assumptions, analyses and conclusions of their studies in each of the current problem areas - population, energy, raw materials, food, and the environment. sh-a

HC 59.K32 330.9
1. Economics

NICKELS, DIMES AND DOLLARS (Kit) ACI Productions (Encyclopaedia Britannica), c1975. 4 fs., 4 cass., tg. Approx. $100

This kit tries to instill a sense of the value of money in children. Alternatives to buying goods, and shopping guidelines are presented. The filmstrips Earn and Save, Shop With Care, Fix it Yourself, and Make it Yourself tell how different children save for a baseball mitt; comparison shop for groceries; fix toys, clothes and household items; and make birthday presents. Clear close-up photographs of children and projects, and a narrator convey each story. Some projects and situations would need adult aid, and U.S. money is displayed. ue

TX 326.N51 640.73
1. Consumer Education

THE 1901 T. EATON COMPANY LIMITED CATALOGUE (Book) T. Eaton Co. (Musson), c1970. 248p. B pap.

The famous Eaton's catalogue depicts the rural and quiet life of Canada in 1901. Family members spent hours enjoying the interesting illustrations and descriptions of items including butter churns, ostrich feathers, men's fur coats, brass and iron bedsteads, organs, gramophones, bibles and seal-lined underwear, wigs and so on. pr-a

TT 500.A2.Ea8.1901 658.871029
1. Catalogues - Commercial 2. Fashion - Catalogues

NUMIS (Game) B.C. Central Credit Union, c1978.
board, play money, dice. n.a.

Numis is a board game for 2,3, or 4 players. It shows children how money is made up to the sum of 25c. Each player begins with 8c and according to the roll of dice, can add or subtract to his total. They must also keep changing smaller value coins for a coin of greater value. pr

TX 326 N91 332.4
1. Money

ON THE PATH TO BETTER LIVING (Book) by Jesse L. Irvin. New Jersey Dept. of Education, c1976.
204p. n.a.

This is a paperback text developed for New Jersey schools covering U.S. economics, insurance, taxation and general consumer education topics. Content, illustrations and questions are uninteresting. Not indexed. jh-sh

TX 335.Ir8 640.73
1. Consumer Education

ONE EARTH: TWO WORLDS (Kit) by Paul Harnish.
IDEA Centre. no date. 5 packages. n.a.

Five folders: food and corporate structure; food and alternatives; food and population; food and consumption patterns; and food and development contain a pot pourri of fact sheets, article reprints, quotations, readings, charts, exercises and bibliographies. Presents various issues in the food question from a Canadian and world perspective. sh-a

TX 364.02 338.1
1. Food Supply

100 POUNDS OF POPCORN (Book) by Hazel Krantz.
Scholastic-TAB, c1961. 74p. A

Written for children in the primary grades, this story illustrates some of the economic and managerial considerations to be made in running a small business. It does this by relating the problems that arise when a young sister and brother decide to go into the popcorn-making business. pr-us

HF 5386.K86 659.159
1. Business Enterprises

ORIENTATION RESOURCES (Book) by Betty Butterworth.
Ontario Ministry of Culture and Recreation, c1977.
Rev. ed. 229p. (Special issue of T.E.S.L. Talk, April 1977). n.a.

A handbook for teaching English as a second language to immigrant women. Lesson plans and materials and sources are developed for the topics nutrition and health. The lesson plans serve as examples for other topics such as safety, consumerism, finances and housing for which materials, sources and lesson topics are provided. Excellent for the intended purpose, this guide also contains valuable Canadian ideas and resources for general consumer education. tg-a

TX 335.Or4 640.7307
1. English Language - Study and Teaching
2. Consumer Education - Study and Teaching

THE OTHER SIDE OF THE COIN (Kit) Alberta Consumer and Corporate Affairs, c1973. col. sl., cass.
Available on loan

This kit presents a brief look at the basic rights and responsibilities of the consumer in the marketplace. Running time is approximately 5 minutes. jh-sh

HC 79.C63.AL1 343.07
1. Consumer Protection - Canada

OUR ECONOMIC SYSTEM: ESSAYS AND TEACHER'S GUIDES (Book) by Sally R. Campbell. Sears, c1976.
63p. A

A series of essays and teaching suggestions for use as a mini-course on the economic system, as a unit within an economics course, or as an introduction to the private enterprise system. Some of the topics covered are: the basic concepts underlying the economic system; how the economic system operates; and the strengths and weaknesses of the system. Minimally useful, with U.S. orientation. tg-sh

H 63.C15 330
1. Economics - Study and Teaching

PARSIMONY: THE GAME OF MONEY MANAGEMENT (Game)
B.C. Central Credit Union, c1978. Playing board, 4 ledger cards, fun money, rules. n.a.

This is a simple board game for 2 to 4 players. The players make consecutive moves according to the roll of the dice. They record money earned or spent from a given base of $1.00 on individual cards and change their fun money accordingly. The winner has the most money which must agree in cash with the recorded amount. The skills required to play successfully are addition and subtraction. pr

HG 179 P25 332.024
1. Finance, Personal

PATENTS: AN INTRODUCTION (Booklet) Canada. Consumer and Corporate Affairs, c1977. 32p. (French and English). Free

This illustrated booklet defines a patent; describes what may be patented, application for a patent and prosecution of an application and answers other questions about patents. It is a brief introduction, and often includes sources of further information - addresses, acts, and publications - regarding patents. jh-a

T 201.P27 346.0486 🍁
1. Patents - Canada

PAYDAY: WHERE DOES ALL THE MONEY GO (Game) Parker Brothers, c1973. Varied. B

The object of this simulation is to be the player who has the greatest total assets in cash and savings with all debts paid up after all players have completed a pre-determined number of "months" of play. For two to six players, ages 8 to adult. jh

HG 179.P29 640.42 🍁
1. Budgets, Personal

PAYROLL DEDUCTIONS (Kit)

see
Learning Activity Packages

HF 5564.P3.Su5
1. Budgets, Personal

THE PENNY CAPITALIST: HOW TO BUILD A SMALL FORTUNE FROM NEXT TO NOTHING (Book) by Algernon Horatio. Arlington House Publishers, c1979. 244p. B

In contrast to many books on investments, this very readable book explains how to acquire the necessary capital in order to begin an investment program, and goes on to discuss possibilities for investment opportunities. The introduction serves as an extensive glossary, defining and explaining such terms as "liquidity", "cash flow", and "real value". A section on inflation lends currency, and alternative investments are included, as well as chapters dealing with stocks, bonds, tax shelters and estate planning. Although the book is intended for adults, the author's informal style, the attractive format, and the easy readability should make this book a valuable supplement to secondary consumer education programs. sh-a

HG 4521 H534 332.6
1. Investments

PEOPLE AND CHANGE: FAMILY MANAGEMENT (Book) by Phyllis Micklejohn. McClelland and Stewart, c1973. 160p. (Curriculum Resource Books Series) A pap.

Readings, quotes, newspaper accounts and case studies lead into questions designed to stimulate discussions of various family concerns. General topics include values; goals and standards; resources; decision-making; lifestyles; money; food and the marketplace. The variety and quality of material selected should interest students and encourage them to think about family processes. sh 🍁

HQ 503.M47 301.42
1. Family Life Education

THE PEOPLE MOTIVATORS: CONSUMER AND SALES INCENTIVES IN MODERN MARKETING (Book) by Howard M. Turner. McGraw-Hill, c1973. 261p. C

Discusses consumer and sales incentives and how they are used in company programs. It also shows how these programs can be analysed to determine effectiveness in relation to cost. The thorough background and analysis helps the reader determine which incentive to recommend in various situations. The average consumer will be interested in information about consumer incentives such as premiums, bargains, samples and chances to win. a

HF 5438.T79 658.82
1. Salesmen and Salesmanship
2. Marketing

THE PEOPLE'S PHARMACY - 2 (Book) by Joe Graedon. Avon Books of Canada, c1980. 468p. A

Poor communications between doctor and patient plus misleading advertising have led the author to publish this consumer guidebook to drugs. Topics include home remedies, vitamins, and arthritis. Drugs and your head, children and older people are also discussed. Tables of specific facts and a detailed index help the reader to find required information quickly. sh-a

RM 122.5 G7/1980 615
1. Drugs

PERCEPTIONS 3: FOOD PRODUCTION IN THE CANADIAN ENVIRONMENT (Book) by Barbara J. Geno and M. Larry. Science Council of Canada (Supply and Services Canada), c1976. 71p. (Study on Population, Technology and Resources). A

This report is aimed at the general public and professionals. It emphasizes the changes which have occurred in Canadian agriculture in the

84

last 30 years. Farm population, production, management, costs, energy and environmental considerations, and nutrition are discussed. This report is brief, readable and contains statistics, trends, and analysis regarding Canadian agriculture relevant to the study of production, marketing, technology and nutrition. sh-a

TX 357.C26 338.1871
1. Agriculture - Canada 2. Food Supply

PERSONAL AND FAMILY FINANCE (Book) by Kathleen H. Brown. University of Guelph, c1980. 8th ed. 375p. B

The text is intended for an introductory course in personal finance. The contents are divided into four main sections: credit; taxes; financial planning; and financial security. Each chapter begins with stated objectives and concludes with a study guide consisting of questions and problems. Sample legal forms have been included. sh-a

HG 179 B82 640.42
1. Finance, Personal

PERSONAL CHECKING ACCOUNTS (Kit)

see
Learning Activity Packages

HG 1581.B45
1. Banks and Banking

PERSONAL ECONOMICS (Book) by Fred F. Bartok and Edward B. Lee. Holbrook Press (Allyn and Bacon), c1977. 424p. C

A comprehensive text on personal economics. It covers economic theory relevant to personal finance and provides information to help the individual make choices and organize his expenditures, savings and investments. Contains few illustrations, but the text format has headings and is easy to follow. A summary and questions end each chapter. sh

HG 179.B34 332.024
1. Finance, Personal

PERSONAL FINANCE (Book) by Jerome B. Cohen. Richard D. Irwin (USA) Irwin-Dorsey (Canada), c1979. 6th ed. 315p. C

This text is designed for college use, but could be adapted as a supplementary source for secondary consumer education programs. The style of writing is clear and simple, and information is organized logically in three sections which include planning a lifestyle, protection of life and assets, and managing money. Within each section, chapters are devoted to individual topics such as budgeting, life insurance, and consumer credit. Each chapter concludes with a bibliography of suggested readings and a set of case problems. sh-a

HG 179 C66 332.024
1. Finance, Personal

PERSONAL FINANCE AND MONEY MANAGEMENT (Book) by Robert S. Rosefsky. Wiley, c1978. 613p. C

This is a U.S. textbook addressed to students of community colleges and adult education programs. Budgeting, income tax, financial institutions, credit, housing, insurance, investments, financial planning, and estate planning are the topics covered. Background information, examples, review questions, sample forms and information graphs and charts make up the content. Writing style is interesting, but U.S. information, lack of illustrations and stark lay-out limit the text's appeal. sh-a

HG 179.R67 332.024
1. Finance, Personal

PERSONAL FINANCE FOR CANADIANS (Book) by Kathleen H. Brown. Prentice-Hall, c1981. 35p. C

The text was designed for an introductory college course in personal finance and is suitable for senior high school classes. The topics cover the many aspects of consumer credit, personal income tax, financial planning and financial security. Consumer credit is presented in considerable detail. The basic concepts and principles have been explained for the subjects of income tax, bonds, and stocks. The reader should consult other resources for detailed information in these areas. Each chapter begins with a set of objectives and ends with questions, problems, and a list of references for further reading. The Appendix supplies a sample mortgage contract and insurance policies. sh-a

HG 179 B76 332.024
1. Finance, Personal

PERSONAL FINANCE FOR CONSUMERS (Book) by Benjamin N. Trooboff and Fannie Lee Boyd. General Learning Press, c1976. 310p. B

This well-organized, very readable text presents a good overview of the knowledge and skills students will need in managing their future earnings and coping with the complexities of the marketplace. Individual chapters deal with managing money, credit, housing, transportation, taxes, and consumer services, among other topics. Each chapter is followed by a glossary of new terms, discussion questions, suggested activities, and a short annotated bibliography. Interrelationships of spending, planning, values, goals, and resources are emphasized throughout, and currency is reflected in such concerns as environmental protection and energy conservation. This book would serve well as a basic text for consumer education at the high school level, but could also be used in adult consumer education program. sh-a

HG 179 T75 332.024
1. Finance, Personal

PERSONAL INVESTING (Book) by Wilbur W. Widicus. Irwin-Dorsey, c1980. 3rd ed. 546p. C

The purpose of this textbook is to present the basic information necessary to select various types of investments and to correctly time their purchase and sale. Investments covered are securities, savings, stocks and bonds, and real estate. Problems and questions are given for each chapter. A glossary of investment terms is also provided. sh-a

HG 179 W63 332.6
1. Investments

PERSONAL MONEY MANAGEMENT (Book) by Thomas E. Bailard. Science Research Associates (SRA), c1977. 2nd ed. 621p. C, text ed.; A, instructor's guide

Very detailed, comprehensive coverage of personal finance for families. Some of the topics covered include budgeting, property, auto, health, and life insurance; credit, housing, various investments and retirement. A combination of facts, case studies, and guidelines present in-depth, practical information on money management. U.S. information is included, but does not restrict the text's general usefulness. Vocabulary, questions, case problems and recommended reading conclude each chapter. sh-a

HG 179.B27 332.024
1. Finance, Personal

PERSPECTIVES ON CONSUMER EDUCATION (Booklets) National Association of State Boards of Education, c1978. 3 booklets. B

Three booklets, Program Content, Program Design, and Topics and Issues, discuss the rationale and future of consumer education in U.S. schools. Articles written by professors and people qualified in the consumer field ask questions which educators considering implementing consumer education courses should consider. Questions include: what should be taught in consumer education programs, how should it be taught, and at what grade level should it be introduced. a

HF 5832.P41 640.7307
1. Consumer Education - Study and Teaching

PERSPECTIVES ON WOMEN: STUDY GUIDE ON THE STATUS OF WOMEN (Study Cards) Canada. Secretary of State, c1978. 10 study cards. A

This guide introduces issues concerning women - women's place in history, physical difference between men and women, equality, family roles, occupations, and sexism. Suggestions for social action, and a list of print and film resources are included. Each section contains a short introduction, quotes and comments which complement or contradict the introduction, and suggestions for discussions and for group and individual projects. Canadian content and open-ended format enhance the appeal of this well-designed, stimulating guide. sh-a

HQ 1456.C16.P41 301.412
1. Women - Rights of Women

PERSUASION BOX (Kit) The Learning Seed Company, c1974. fs., book, film, spirit master, 2 games, tg. E

This comprehensive kit looks at advertising as a powerful form of mass-persuasion. In the filmstrip "From Symbols to Psycho-Sell" each frame depicts an advertisement worthy of close examination in order to learn its persuasive techniques. An accompanying twelve-page guide provides an analysis of the ads that can be used as a "script" or as teaching notes to aid discussion. The guide also offers some suggestions for using the other parts of the kit, such as the paperback I Can Sell You Anything or the spirit master entitled "The Art of Honest Deception". The Claim Game tests knowledge of the material presented on the spirit master while The Propaganda Game for two to eighteen seeks to extend the understanding of propaganda beyond theory to real life. A 16mm film of a television commercial serves as a final review or as the subject for an essay exam. jh-sh

HC 79 P41 659.1
1. Advertising

PINK PEBBLES: HOW MONEY BEGAN (Game) by Craig M. Pearson and Joseph R. Marfuggi. Educational Ventures, Inc. (EVI), c1972. Varied. B

A board game for 6 players or 6 teams of 6 which requires a class period to play. Players role die to acquire possessions which will increase their wealth and position to where they can begin trading, saving, and specializing. Wealthiest player wins. ue-sh

TX 326.P65 330.16
1. Money 2. Capital

THE PLACE OF CONSUMER EDUCATION IN ALBERTA CURRICULUM GUIDES. RESEARCH REVIEW PAPER NO. 7 Alberta Consumer and Corporate Affairs, c1976. 43p. Free

Reports on which areas of the Alberta curricula at the elementary, junior high and senior high levels include or could include consumer education topics. Appendices chart consumer topics, and grades and subjects the topics are taught in, for a quick review of the research findings. tg

TX 335.C5.A11 640.7307
1. Consumer Education - Study and Teaching

A PLACE TO LIVE - MOBILE HOMES (Kit) Alberta Consumer and Corporate Affairs, c1975. col. sl., case. Available on loan

Presents a brief look at mobile homes giving information on what to look for when buying and the extra costs involved for things such as sites, finishing and financing. Running time is approximately 7 minutes. sh-a

HD 7395.M6.A11.P69 690.87
1. Mobile Homes 2. House Buying

PLANNING FOR YOUR OWN APARTMENT (Book) by Virginia Sweet Belina. Copp Clark, c1977. 91p. (Young Homemakers at Work Series). A, pap.; teacher's manual free

This text-workbook, written at a grade 3 reading level, discusses renting an apartment, furnishing it, budgeting, decorating and living together, for the student about to leave home. Information is appropriate, and review exercises concentrate on comprehension and vocabulary building. Illustrations are modern, but the workbook format may lessen its appeal for the intended audience. A teacher's manual is available for the series. jh-sh

TX 957.B35 643
1. Youth as Consumers 2. Home Economics

PLANNING MEALS AND SHOPPING (Book) by Ann A. Weaver. Copp Clark, c1977. 58p. (Young Homemakers at Work) A, pap.; teacher's manual free

This text-workbook teaches basic nutrition, meal planning and budgeting. It explains shopping lists, types of stores, wise shopping and food storage. Written at a grade 3 level with appeal for teenagers, the book uses metric measurements, but has out-dated illustrations and typical workbook format. A teacher's manual is available for the series. jh-sh

TX 364.W4 641.3
1. Home Economics 2. Food

PLANNING YOUR INVESTMENTS (Book) by Steven N. Spetz. Pitman (Copp Clark), c1972. 41p. A pap.

The author contends that investing must be done with skill and logical analysis. To that end he discusses various aspects of long and short term investment and suggests seven rules to minimize losses. There is a brief description of the stock exchange. sh

HG 5154.S68 332.6
1. Investments - Canada

THE PLUG-IN DRUG; TELEVISION, CHILDREN, AND THE FAMILY (Book) by Marie Winn. Bantam Books, c1978. 258p. A

The author presents research findings to support her contention that television watching itself, regardless of content, damages child development and family relations. The four sections consider television addiction, television and the child, the family, and no television. Case studies and individual experiences provide examples of damaging effects that television can have on parent-child relationships. a

HE 8696 W73 301.161
1. Television

THE POLITICS OF FOOD (Book) by Don Mitchell. Lorimer, c1975. 235p. B, pap.; C, hc.

An analysis of the food industry and price policy in Canada. Examines the food distribution system and how prices and profits are determined. Discusses the political influence of agribusiness and concludes that the federal government, rather than acting as a "public watch-dog", supports large corporations. A wealth of statistical data. A serious, scholarly book for senior high researchers. sh-a

HD 9014.C16.M69 338.13
1. Food Supply

THE POOR PAY MORE: CONSUMER PRACTICES OF LOW INCOME FAMILIES (Book) by David Caplovitz. Free Press (Collier-MacMillan), c1967. 225p. B pap.

Presents the findings of a study on the consumer practices of low-income families in four New York housing projects. The buying patterns of these families - how they shop, the prices they pay, their use of credit, their debts and assets, their consumer problems, and their methods of coping, are reported. Although figures have dated the study, theoretical observations, and practical recommendations are valid. sh-a

HC 79.P6.C17 362.5
1. Poor 2. Consumers

POTENTIAL ECONOMIC BENEFITS OF CONSUMER EDUCATION (Book) by U.S. Office of Education. The Public Interest Economics Centre, c1977. 51p. A

This American report outlines the potential benefits to the economy which could result from governmental consumer education activities. The study concludes that the prime focus of government sponsored consumer education programs should be to facilitate the involvement of citizens in determining the conditions of economic choice confronting them, and to contribute toward establishing consumer sovereignty in the marketplace. This paper might serve to assist teachers in formulating rationale and objectives for consumer education. a

TX 335 U32 640.73
1. Consumer Education

A PRACTICAL CANADIAN MORTGAGE GUIDE: A MUST FOR OWNERS, BUYERS, OR ANYONE IN REAL ESTATE (Book) by Richard Steacy. General Publishing Co., Ltd., c1979. 2nd ed. 158p. A

Thirteen different kinds of mortgages available in Canada today are explained in this clear and comprehensive guide. Steacy, the author of eight titles on Canadian real estate, shows how term, interest, and repayment can be varied to meet individual needs. Also included are chapters on Canada's National Housing Act, CMHC and NHA loans, and the effect of inflation on real estate investments. Mortgage tables and a glossary are included, but the detailed table of contents serves as the only index to the guide. While this book is well within the reading level of average students it would also serve as an excellent source of background information for teachers. sh-a

HG 2040.5 C2 S73 332.720971
1. Mortgages - Canada

PRACTICAL PROBLEMS IN MATHEMATICS FOR CONSUMERS (Book) by Connie Littman. Delmar Publishers (Van Nostrand), c1975. 104p., tg. B pap.

This workbook introduces the student to many new and useful math concepts as well as reviewing the basic math skills needed and used in daily life. An in-depth approach to the various types of banking accounts is presented in theory and problems. Wages, taxes and unit pricing are presented and explained. The workbook offers a step-by-step approach to the mastery of basic math skills. jh-a

HF 5689 L73 513
1. Mathematics

PRACTICUM FOR THE CONSUMER'S WORLD (Book) by E. Thomas Garman and Sidney W. Eckert. McGraw-Hill, c1979. 138p. A

This student workbook accompanies the text The Consumer's World. In each of the sixteen chapters, performance objectives are outlined, self-check true and false and multiple choice questions are given, and short answer personal application, action involvement, and applied economics questions are posed. Answers to the self-check questions are located at the back of the workbook, while further questions and chapter tests are included in the Instructor's Manual for The Consumer's World. sh

TX 335 G363 640.7307
1. Consumer Education - Study and Teaching

PREPARING TO LIVE ON YOUR OWN (Kit) by Ronald Kidd. Society for Visual Education (Moyer Vico), c1975. 4 fs., 4 cass., tg. Approx. $75.00

This kit helps young people focus on basic information, skills, and attitudes they need to cope with living on their own. Budgeting, preparing and buying food, decorating and furnishing an apartment, housecleaning, as well as choosing a room-mate, dealing with loneliness, and establishing a new relationship with parents are topics discussed. Alternating narrators present information and advice from a male's and a female's point of view. Photographs of the same male and female character illustrate the narration. A realistic, interesting presentation. sh-a

TX 321.P91 640
1. Youth as Consumers
2. Home Economics

PRESCRIPTION DRUG MONEY SAVER (Book) by the editors of Consumer Guide. Fawcett Books, c1980. 127p. A

The editors suggest that consumers can cope with rising drug costs by learning about the composition of drugs and their generic names. This comprehensive guide to prescription medication discusses over one hundred drugs. A drug profile for each item supplies its different names, possible side effects, warnings, and comments. An extensive glossary explains terms related to drug use. sh-a

RM 300 P8 615
1. Drugs

PRESENTING A CASE FOR CONSUMER EDUCATION (Kit) Saskatchewan. Department of Consumer Affairs. n.d. tg., student activity sheets pamphlets, booklets. Available on loan from the Resource Centre

This kit provides supplemental consumer education materials relevant to Saskatchewan. An Educator's Guide gives background information on 3 main consumer education areas: the economic system, consumer motivation, consumer rights and responsibilities, and buymanship and money management. Appendices for each area contain duplicating copy for interesting student activities. The kit also contains the following publications: relevant pamphlets, Programs and Provincial Legislation in Consumer Affairs, Federal Legislation and Programs Relating to Consumer Protection, issues of Consumer Education Profile, and a Booklet of Resource Speakers in Saskatchewan. tg/jh-sh

TX 335.P92 640.73
1. Consumer Education

PRICE WATCH'S SMART SHOPPER HANDBOOK (Book) Marilyn Anderson. Greey de Pencier Books, c1979. 156p. A

This book is a collection of more than fifty Price Watch newspaper columns organized into a guide to buying health and beauty aids, household products, baby needs, recreation items, food, and small appliances. Products are appraised with respect to their performance, health and safety, and value. This is an extremely useful handbook for helping consumers get the best value for their money. jh-a

TX 335 A54 640.73
1. Shopping 2. Consumer Education

PROTECTING YOUR FUTURE: AN ACTIVITY MASTER PROGRAM ON LIFE AND HEALTH INSURANCE (Kit). American Council of Life Insurance, no date. 12 spirit masters. A

A set of duplicating masters providing exercises in different aspects of insurance - probability, risk, life expectancy, premiums, benefits of policies while living, U.S. health care and choosing an agent. Masters contain much factual information and are pro insurance policies. Limited in use by U.S. orientation and publisher bias. jh-sh

HG 8773.P94
1. Insurance

PROTECTION AND THE LAW

see
Contemporary Consumer Series

HC 79.C63.B63
1. Consumer Protection

THE PROVIDENT PLANNER: A BLUEPRINT FOR HOMES, COMMUNITIES AND LIFESTYLES (Book) by Roger Rasbach. Walker (Beaverbooks), c1976. 122p. C

An architect discusses house designs which complement a provident lifestyle based on the principles of durability, economy, design, purpose, cultivation, conservation, permanence, naturalness and unity. Ideas on how to design, construct, equip and furnish a more lasting, functional home and garden are given. Print is large and well-spaced; detailed drawings illustrate the items described. 10 solar cycle home design floor plans are included. sh-a

TD 163.R11 690.86
1. Housing

PUT YOUR MONEY DOWN: BUYING ON CREDIT (Book) by Marilyn Thypin and Lynn Glasner. EMC Corporation, c1979. 39p. (Consumer Education Series) A

This is a story about a family in debt and their use of credit. As they shop for a new refrigerator wise shopping techniques and credit application procedures are illustrated. How credit works and sources of credit also are included. The lesson taught is to use credit only for things you really need. Large print and photographic illustrations add interest to this informative book. ue

TX 335 G49 640.73
1. Consumer Education 2. Credit

QUESTIONING, SYSTEM V (Kit)

see
System V: Consumer Education
In-Service Program (Kits)

RATIONALE FOR BUDGETING (Videorecord)

see
The Complete Consumer Series

TX 335.A1l.C73.V.4
1. Budgets, Personal

READING AND EVALUATING FINANCIAL REPORTS (Books)
Xer[illegible] Learning Systems, c1977. 2 books. D

A self-paced instruction text on interpreting financial reports. Book One presents financial information and questions which refer to Book Two, a sample annual report. The balance sheet and income statement are interpreted with reference to assets and liabilities, and measures such as Operating Ratio, Profits-Worth Ratio and Net Sales Ratio. Lay-out is well-spaced, and cartoon illustrations add humor to the presentation. Learning steps build understanding of financial concepts and tools, and understanding is then tested by review quizzes and practice cases. Answer key included. sh-a

HF 5681.B2.R22 651.1512
1. Business

READING AND THE CONSUMER: A PRACTICAL GUIDE (Book) by Alma Williams. United Kingdom Reading Association (Dominis Press), c1976. 110p. A

Considers the importance of basic reading skills for consumers. Discusses types and sources of consumer information, responsibilities of the manufacturer and the consumer, and educating the consumer. Specific examples for teaching consumer education illustrate the theory presented. British projects, organisations, and materials are cited, but general information is relevant to Canada. a

HC 79.C63.W67 640.73
1. Reading
2. Consumer Education - Study and Teaching

REAL ESTATE BUYING/SELLING GUIDE FOR ALBERTA (Book) by George C. Stewart. International Self-Counsel Press, c1981. 3rd ed. 164p. A

The practical problems involved in real estate transactions are emphasized. Discussion is included on topics such as contracts, encumbrances, government loans and grants, sale and purchase of all types of housing (including condominiums), and a typical property transaction. Sample forms for a residential real estate deal have been used as examples of legal forms. sh-a

HD 1379.St4 346.04
1. House Buying

THE RECYCLERS (Book) by Frances Kilbourne. The Women's Press, c1979. unpaged. A

A book without words that tells the story of two girls who collect discards and junk in a garage, much to the chagrin of their parents. They then fix and repair the items they have gathered. The end of the tale sees all the recycled items being used, and the girls begin collecting anew. This book is a useful tool for teaching conservation principles to young consumers. pr

PZ 7 K5 363.728
1. Recycling 2. Ecology

REDRESS: EXAMINING THE ISSUES (Kit) Penney, c1976. fact sheets, poster, spirit masters, scripts, activity sheets. (Insights into Consumerism). A

Examines why more consumers are seeking redress for poor products and services and describes formal and informal channels of redress available. U.S. laws and agencies figure prominently in the redress process and therefore restrict the use of this well-done activity kit in Canadian schools. jh-sh

TX 335.R22 343.07
1. Consumer Protection 2. Consumers

REPORT ON TELEVISION ADVERTISING TO CHILDREN (Book) Pendragon House Ltd., c1978. 346p. n.a.

This report provides a detailed consideration of the effects of television advertising on children. Specifically it focuses on commercials for sugared products which are viewed as nutritional and dental hazards. The selling techniques and themes are examined closely for evidence of unfair and deceptive acts. Parents and teachers will find the findings interesting, informative, and useful for teaching and personal purposes. a

HF 5832 Un32 301.161
1. Television

RESORT CONDOS AND TIMESHARING: BUYER BEWARE! (Book) by Michael M. Coltman. International Self-Counsel Press, c1981. 119p. A

The concepts involved in sharing the ownership of property are clearly explained and alert consumers to potential problems in timesharing contracts. Sample contracts demonstrate the problems to be aware of before signing any agreement to purchase. A list of timeshare resorts in North America is given in the Appendix. a

K 740 C64 346.04
1. Housing

A RESOURCE MANUAL: CONSUMERS AND THE LAW (Books) Saskatchewan. Department of Consumer Affairs. n.d. 2 books. Available on loan from the Resource Centre

Support materials for consumer education courses are contained in 2 three-ring binders. Volume I consists of 5 sections - Our Legal System, Right to Safety, Right to Protection, Right to be Informed and Right to Choose. Each section contains brief notes to the teacher outlining topics and legislation, and Episodes for student learning which may be duplicated. Volume II presents background information for the Episodes in the form of article reprints, pamphlets, and copies of legislative acts. Although access to information is difficult, Canadian content and case study approach make this a valuable resource. tg/sh

KE 1591.Sa1 346
1. Consumer Protection
2. Law - Canada

THE RIGHTS AND RESPONSIBILITIES OF ALL CONSUMERS: A TEACHING-LEARNING UNIT (Book) University of Tennessee, n.d. 59p. n.a.

By working through the activities presented for each type of consumer, the student will become aware of rights and problems of consumers of varying economic means. Separate chapters consider the elderly, poor, handicapped, minors, non-English speaking and nonreading consumers. Summary activities and multiple choice tests conclude the exercises. The American bias of the resource materials limits their usefulness but the ideas and activities are relevant in the Canadian context. sh

HC 79 C6 R44 640.7307
1. Consumer Education - Study and Teaching

RIP OFF: A CONSUMER EDUCATION GAME (Game) by Paul F. Ploutz. Educational Games (Union Printing), c1975. Varied. n.a.

Based on the "appeals" advertisers use to sell products. Players must identify the appeal used - scientific claim, sex, social status - to sell various products advertised on product cards. Odd job and liquidation cards aid in eliminating product cards and vary play. An easy-to-play game for use as a recreational or motivational activity with a unit on advertising. jh-a

HF 5832.R48 659.1
1. Advertising

RISING PRICES: WHY INFLATION HASN'T BEEN LICKED AND WHY IT MAY NEVER BE (Book) by H. Lukin Robinson. James Lorimer, c1978. 125p. (Economy in Crises) A

This book attempts to explain how inflation works in capitalist systems in general, and in Canada in particular. Money, types of inflation, the causes of inflation and control of inflation are discussed objectively with no preferred solutions given. The text is a readable mix of theory and example. Not indexed. sh-a

HG 655.R58 332.41
1. Inflation (Finance)

ROLE PLAYING, SYSTEM V (Kit)

see
System V: Consumer Education In-Service Program (Kits)

RUNAWAY INFLATION! (Book) by Jerome F. Smith. International Self-Counsel Press, c1979. 84p. A

This book documents the American situation, but the author feels that the conclusions and recommendations apply equally to Canada. Part I explains, in general, the concept of runaway inflation to assist readers in understanding why traditional savings practices will not work now. Suggestions for a personal investment strategy are given in Part II. sh-a

HG 229 S65 332.41
1. Inflation (Finance)
2. Investments

SAFE-TOY ENVIRONMENTS (Kit). Penney, c1975. 1 fs., 1 cass. B

An introduction to toys in a child's environment. The importance of toys in child development is explained. Safety guidelines for choosing different types of toys are given. Presentation consists of colourful photographs of children at play and monologue narration. jh-s

HD 9999.T68.Sa1 649.55

1. Toys

SAVE THE EARTH! AN ECOLOGY HANDBOOK FOR KIDS (Book) by Betty Miles. Illustrated by Claire A. Nivda. Knopf (Random House), c1974. 96p. B

This handbook covers land, air and water pollution. A final "How-to-do-it" section presents pollution action ideas. Introductions to each section over-simplify the pollution problems, and U.S. statistics, references and examples of pollution action projects are cited. The book's value lies in the project ideas suggested throughout. They encourage children to actively explore the environment and recognize their contribution to pollution. Table of contents, relevant photographs and blackline drawings, and an index produce a well-designed book. ue

QH 541.14.M14 614.7

1. Ecology
2. Conservation of Natural Resources

SAVINGS AND INVESTMENTS (Kit) by Dennis A. Lupher. Unigraph, c1976. tg., student activity sheets. (Learning Activity Package) C

Learning Activity Packages are designed for individual instruction and include a teacher's guide and duplicating copy for student activity sheets. This package covers goals for savings and investment, the differences between savings and investments, consistency and realism in savings and investments, and types of savings and investments. Emphasis on general principles rather than specifics make this U.S. produced kit useful for Canadian classes. References to related materials and additional activity suggestions are included in the teacher's guide. jh-sh

HG 4514.L96 332.0415

1. Investments
2. Finance, Personal

THE SECURITIES INDUSTRY (Kit) Current Affairs, c1971. 6 fs., 6 cass., simulation, discussion guide. $125.00

This kit on the U.S. securities industry covers the history of the major U.S. stock exchanges, the formation of a corporation, securities markets, brokerage houses and stock exchange functions, trading procedures, and specialists. The story of a small corporation ties the information together using conversations among partners, advisor, stock broker and buyer to explain the industry. The presentation must be supplemented with information on the Canadian securities industry. sh

HG 4661.Se1 332.6

1. Stock-exchange

SELECTED FREE MATERIALS FOR CLASSROOM TEACHERS (Book) by Ruth H. Aubrey. Fearon-Pitman, c1978. 6th ed. 118p. (Fearon Teacher-Aid Books) A

This annotated listing of free teaching materials is organized by curriculum areas such as English, Mathematics, Art, and Science. The most relevant subject areas for consumer education are Business, Home Economics and Health Education. Under each subject area, producer-sources are listed in alphabetical order, with complete addresses and titles of materials available from each. Materials for this listing were selected on the basis of importance to the curriculum, presentation, usefulness, and freedom from undesirable advertising or bias. A comprehensive index is provided. There are very few Canadian entries, but many of the materials listed are without regional bias. tg

LB 1043 A12 016.3713078

1. Education - Catalogues

SELLING: A GOOD WAY TO EARN A LIVING (Kit) by Wesley Caldwell and Henry Porter. Olcott Forward Inc. (School Services of Canada), c1970. 2 fs., 1 record, spirit masters, booklets, tg. Approx. $85

This teaching unit is designed to motivate and instruct students. It focuses on the how and why of selling, and provides enough basic information about the way an industrial salesman earns his living to help students decide whether they are interested in a sales career. jh-sh

HF 5438.Se4 658.85

1. Salesmen and Salesmanship

SELLING YOUR OWN HOME (Kit) by Robert M. Holland.
Clark Irwin, c1975. Varied. B

A guide for those wishing to save money by selling their own house. Information is provided on each step of the process, from pricing the house to preparing a sales contract. Working materials include mortgage tables, sample advertisements, sample agreements of purchase and sale, a comparison sheet to determine the value of the house, and average sale prices in various cities during the last decade. a

HD 7305.H715 346.043
1. House Buying

SHOP HOP (Game) B.C. Ministry of Consumer and Corporate Affairs; Distribution limited to B.C., c1980. board, shopping, playing cards n.a.

This board game is for 2-4 players. Each player must purchase six given items on his shopping list while keeping within the budgeted amount of money allotted to him. Addition and subtraction of monetary amounts are the skills required to play. ue-jh

TX 335 B84 640.73
1. Shopping

SHOPLIFTING: A CONSUMER CONCERN (Book) by Mary Lou Speers. Michigan Consumer Education Centre, c1978. Revised. 62p. B

Organized as a consumer education module, this book is intended to help the student analyse the social, legal, and economic effects of shoplifting, and to increase awareness of the effects of shoplifting for all consumers. Objectives and activities are listed for each unit, and a pre- and post-test are included. A list of supplemental resources for the module contains films, kits, and articles as well as books. This is a well-prepared teaching-learning program, which will require only minor adaptions for use in Canadian schools. sh

HV 6650 S3 364.16
1. Shoplifting
2. Consumer Education - Study and Teaching

SHOPPING AT HOME: CATALOG AND MAIL ORDER BUYING (Kit) Butterick Pub., c1980. 1 fs., 1 cass., tg. E

The information in this kit helps students to make wise decisions when buying by catalog or mail order. In the filmstrip, three friends learn that shopping by mail can be convenient, but also risky. A look behind the scenes at a mail order business helps viewers learn to be careful mail order shoppers. The teacher's guide provides learning objectives, teaching suggestions, and comments on the use of the eight study sheets. These sheets cover guarantees, order forms, and complaints. Program pre-and post-tests are supplied. jh-sh

TX 298 S6 659.13
1. Mail Order Business

SHOPPING SENSE (Book) by Robert E. Oliver.
McGraw-Hill, c1976. 132p. (Consumer Education Issues) A pap.

This text covers Why We Buy - values and advertising; In the Marketplace - selecting food, clothing, furniture, transportation, drugs and recreation; and When Things Go Wrong - consumer protection and then information and principles are presented which will help consumers make informed decisions. Review questions and projects conclude each chapter. jh-sh

TX 167.014 640.73
1. Shopping

SHOPPING SMART: THE ONLY CONSUMER GUIDE YOU'LL EVER NEED (Book) by John Stossel. Academic Press, c1980. 217p. B

The author provides warnings on the pitfalls that consumers should watch for when buying in today's marketplace. Misleading advertising and disadvantages of products are particularly stressed. Information is given concerning a wide range of topics from cars, houses, drugs to furs and pets. The chapter on complaint agencies supplies American addresses only. a

TX 335 S785 640.73
1. Shopping

SIMULATIONS/GAMING, SYSTEM V (Kit)

see
System V: Consumer Education
In-Service Program (Kits)

SIMULATIONS IN THE CONSUMER ECONOMICS CLASSROOM (Book) by Grace Kachaturoff. Michigan Consumer Education Centre, c1978. 55p. A

This teacher inservice module deals with the use of simulations and ties simulations to the teaching of consumer education. The explanations of what simulations are, their advantages and disadvantages, and guidelines for selecting, using, and designing simulations are valuable. Four sample simulations in consumer economics, developed along the recommended format, are presented. A list of commercial consumer education simulations with brief description and source, and a selected bibliography on simulation experiences are included. tg/ue-a

LB 1029.K11 371.38
1. Consumer Education - Study and Teaching

SMALL CLAIMS COURT GUIDE FOR ALBERTA (Book) by James B. Rodney. International Self-Counsel, c1976. Rev. ed. 88p. (Self-Counsel Series) A pap.

Explains how the Small Claims Court can be used to provide legal resolution of such simple claims as non-payment of debts without resorting to a great deal of formality and expense. It indicates when it is appropriate to use the Small Claims Court and provides sample forms and a step-by-step explanation of the procedure involved in initiating and completing an action. sh-a

KEA 583.R61 347 🍁
1. Small Claims Court 2. Law - Canada

SMALL IS BEAUTIFUL: A STUDY OF ECONOMICS AS IF PEOPLE MATTERED (Book) by E. F. Schumacher. Sphere Books (Nelson), c1974. 255p. B

Examines the economic structure of the Western world and offers a perspective on the economics of ecology. Maintaining that "Man's current pursuit of profit and progress, which promotes giant organizations and increased specialization, has in fact resulted in economic inefficiency, environmental pollution and inhumane working conditions". Schumacher proposed a system of smaller working units with emphasis on the person, not the product. a

HB 179.Sch8 338.6
1. Economics 2. Ecology

SMART SHOPPING AND CONSUMERISM (Book) by Rubie Saunders. Franklin and Watts (Grolier), c1973. 53p. A

This is a modern guide for the teenage shopper who wants his or her money to go farther. It covers such highlights as: consumerism and how it works; supermarket shopping; shopping for gifts; time payments and charge accounts; books and record clubs; shoplifting as a serious crime; smart shopping for clothes and cosmetics; and sample budgets. jh

TX 167.Sa8 640.73
1. Youth as Consumers 2. Shopping

SO YOU THINK YOU'RE COVERED? A CONSUMER'S GUIDE TO HOME INSURANCE (Book) by Stanley Leinwoll. Charles Scribner's Sons, c1977. 125p. A

The purpose of this book is to provide, in nontechnical language, the information needed by consumers to choose wisely in selecting a home insurance plan, and to ensure that insurance coverage is both adequate and appropriate to individual needs. There is also advice on how to choose an insurance company, how to deal with agents and adjusters, and how to cope when disasters occur. Although the text is not greatly influenced by regional bias, the list of regulatory agencies are strictly American. No index is provided. sh-a

HG 9970 H6 L44 368.1
1. Insurance

SO YOU WANT TO USE CREDIT? (Kit) Changing Times (Marvin Melnyk), c1972. 2 fs., 2 cass., tg. Approx. $75

The kit discusses risks of credit buying through fictional episodes. Topics include applying for credit, choosing a credit plan, misuse of credit, credit contracts, loss of a credit card, and easy credit. Questions and activities are included. Interesting viewing. sh

HG 3755.So1 332.743
1. Credit

SOLAR HOUSES FOR A COLD CLIMATE (Book) by Dean Carriere. John Wiley, c1980. 279p. C

Solar space heating of houses is the main theme of this book. Part One presents architectural features, technical support systems, and the building's relationship to the natural environment. Case studies of 26 solar houses are given in Part Two. These include active, passive, hybrid, and retrofit systems. After reading these suggestions and examples, readers will have many of the tools necessary to design their own home or renovate an existing one. sh-a 🍁

TH 7413 C37 697.78
1. Solar Energy

SOMETHING BORROWED, SOMETHING BLUE (Kit) Alberta Consumer and Corporate Affairs, c1981. tg., duplicating masters, free

This instructor's guide accompanies the film and videocassette of the same name. The goals of the teaching unit are to develop an awareness of the importance of establishing goals in money management and to encourage family discussions of financial options and consumer issues. There are two sets of questions: for high school students and for pre-married and married couples. Additional relevant materials from Alberta Consumer and Corporate Affairs and ACCESS Alberta are listed. sh-a 🍁

TX 335 A131 332.743
1. Consumer Education - Study and Teaching
2. Credit

SOMETHING BORROWED, SOMETHING BLUE (Videocassette)
ACCESS, c1980. 30 minutes n.a.

A newly-married couple attempt to maintain a lifestyle above the husband's income. Rather than live according to a budget, they buy whatever they want and often are influenced by what their friends have. Overuse of credit cards also contributes to the mounting level of debt in their first year of marriage. Finally they are forced into repayments by having the wife go to work, using public transporation after a car accident, and consulting a loan officer to consolidate debts into one payment a month. sh-a

🍁

TX 335 A13 332.743
1. Credit

THE SPONSOR: NOTES ON A MODERN POTENTATE (Book)
by Erik Barnouw. Oxford University Press, c1978.
220p. A

The omnipresence and pervasive influence of television sponsors and their advertising is the subject of this study. The rise of the sponsor to his present state of power, his impact on network programming, and an assessment of how this dominance has manipulated our cultural mores and institutions are discussed. The role of commercialized television in the future and the prospects for noncommercial or public communication media are also examined in this enlightening critique. sh-a

HF 6146 T42 B35 659.1
1. Advertising

STARPOWER (Game) by R. Garry Shirts. Simile II,
c1969. Varied. D

A society is established through the distribution of wealth acquired by trading chips. The wealthiest group then has the power to make the rules. Other groups usually rebel against this and a discussion of power follows. To trade or talk students must hold hands. A class period is required per game. jh-sh

HB 199.Sh6 330.16
1. Economics

STOCKS THE FUNDS TRADE (Book) by Financial Post
Corporation Service. Maclean-Hunter, c1979.
65p. A

This booklet is an alphabetical compilation of those Canadian listed and foreign interlisted common stocks held and/or traded during 1978 by two hundred Canadian mutual funds, pension funds and public investment companies. Intended as a guide for readers making investment decisions, the compilation might also be useful as a concrete example of mutual fund investments in a study of the stock market and investing. sh-a

HG 4661 S8 332.632
1. Investments 2. Stock Exchange

🍁

STOP POLLUTING, START CONSERVING (Kit) Instructo-
Corporation (Educator Supplies), c1976. Varied.
B

An activity kit containing a poster, activity cards, game, progress charts and teacher's guide. Activities are designed to help children become aware of their role in pollution and conservation. Air, land, water and noise pollution, as well as resource waste are considered. ue

TD 177.St6 614.7
1. Pollution 2. Conservation of Natural
Resources

STRATEGIES FOR TEACHING ECONOMICS: BASIC BUSINESS
AND CONSUMER EDUCATION (SECONDARY) (Book) by
Joint Council on Economic Education, c1979.
101p. A

The second part of a two-part project, this "Master Curriculum Guide" is not a curriculum guide per se, but a tool for development of a consumer education curriculum. It elaborates on the rationale for consumer education presented in Part I, and outlines lesson plans for teaching economic concepts at various levels. While this guide presents learning activities for secondary students, the preface indicates that guides for primary and intermediate grades also are available. sh

H 63 S9 640.7307
1. Consumer Education - Study and Teaching

STRATEGIES FOR TEACHING ECONOMICS: INTERMEDIATE
LEVEL (GRADES 4-6) (Book) by Marilyn Kourilsky.
Joint Council on Economic Education, c1978.
126p. (Master Curriculum Guide in Economics for
the Nation's Schools) C

Part II, intermediate level, of the U.S. Master Curriculum Guide in Economics emphasizes the following economic concepts; scarcity, opportunity cost, economic systems, demand and supply, competition versus monopoly, money and banking, and inflation and deflation. Lessons and units for teaching these concepts are outlined. Necessary graphs, charts and activity sheets are included. The complexity of the concepts, vocabulary, and some of the activities make these strategies suitable for use with junior high students. tg/ue-jh

H 63.H19.PtII. Int. Lev. 330.07
1. Economics - Study and Teaching

STRATEGIES FOR TEACHING ECONOMICS: PRIMARY LEVEL (GRADES 1-3) (Book) by Donald G. Davison. Joint Council on Economic Education, c1977. 142p. (Master Curriculum Guide in Economics for the Nation's Schools) C

Activities for teaching six economic generalizations which deal with basic economic concepts are outlined. Scarcity, choicemaking, opportunity cost, income, specialization and division of labor, productivity and methods of exchange are some of the concepts dealt with. To aid comprehension by the primary student, concepts are taught in a personal or family context. Activities involve discussion, writing, drawing, and the identifying, sorting and trading of cards and pictures. Pictures for use with the activities are included. tg/pr-ue

H 63.H19.pt.II Prim Lev. 330.07
1. Economics - Study and Teaching

STRATEGY FOR PERSONAL FINANCE (Book) by Larry R. Lang and Thomas H. Gillespie. McGraw-Hill, c1977. 594p. (McGraw-Hill Series in Finance) C

The objective of this textbook is to prepare and equip students for lifelong money management. Five major sections cover career planning and financial goals, managing income, consumer expenditures, safeguarding resources, and building for the future. The emphasis is on decision-making, and case studies and discussion questions at the end of each chapter provide readers with the opportunity to apply the financial concepts they have learned. Learning objectives, a glossary, a summary, and an annotated bibliography of selected books are also given for each chapter. Although this text is intended primarily for American college students, it contains useful material for teaching any personal or consumer finance course. sh-a

HG 179 L26 332.024
1. Finance, Personal

SUBLIMINAL SEDUCTION (Book) by Wilson Brian Key. Signet (New American Library), c1972. 198p. A

Makes consumers aware of the advertising media's manipulation of minds. It explains use made in many ads of the highly developed art of camouflage and exposes the sexual assault by devices the conscious mind cannot detect. This book tells how to find out what is being done to you, how it is being done, and how you can protect yourself against a media that is manipulating your mind for your money. a

HF 5822.K52 659.111
1. Advertising - Psychological Aspects

THE SUN BOOK: HEATING FROM THE SUN (Book) by Mark Riley. Pollution Probe/Ottawa, c1976. 33p. (Energy Book Series). A pap.

A well-illustrated, easy-to-read explanation of what solar power is, and how it is used to heat buildings. The Canadian government's policy on solar development is discussed. Questions people considering solar homes could ask are posed and answered. Lists of other sources, and Canadian consultants and products are included. sh

TH 7644.R45 697.78 🍁
1. Solar Energy

SUPERMARKET (Kit) by Ray Glazier. Abt. Associates, c1975. Varied. E

The Supermarket kit provides realistic materials to simulate the experience of shopping within the classroom. By participating in the suggested activities and rotating roles of shoppers, stock persons, checkout persons and manager, a whole class can acquire and practice math skills and economic concepts. pr

HF 5469.G46 640.42
1. Supermarkets 2. Shopping

SUPERMARKET SHOPPING: A GUIDE TO GROCERY STORE SERVICES (Kit) Butterick Pub., c1980. 1 fs., 1 cass., tg. E

Members of a home economics class visit a city supermarket and talk with the store manager about the kinds of consumer information and services offered. They learn about floor layout, unit pricing, package labels, generic packaging, UPC. The teacher's guide provides learning objectives, teaching strategies, and discussion questions. Eight study sheets include a crossword puzzle, survey format, and comparative formats for unit prices and label information. jh-sh

TX 298 S7 640
1. Shopping

SUPERSHOPPING AND YOU: CANADIAN GUIDE TO SAVING UP TO 40% ON YOUR ANNUAL GROCERY BILL (Book) by Rhonda Maxwell. Penguin Books, c1980. 186p. A

Supershopping is a system designed to help consumers become efficient and organized shoppers, ready to evaluate the marketing techniques used by manufacturers and use them to their own advantage. The topics of budgeting, grocery shopping, menu planning, couponing, and refunding are discussed. The author promotes the use of coupons and refunds to augment savings at the grocery store. Details are provided about the Coupon Exchange Company of Canada. sh-a

TX 335 M43 640.73 🍁
1. Shopping

SURVIVAL: A GUIDE TO LIVING ON YOUR OWN (Book) by Joan Kelly. McGraw-Hill, c1980. text, 308p., tg., 150p. B text, A tg.

By using this high school textbook, students will explore various aspects of independent living, including relationships with others, problem saving, and how to be an informed consumer. Other sections provide ideas on furnishing your home; choosing, buying, preparing food; and clothing issues. Each section includes a survival quiz, glamour capsule of different ideas, and specific activities for each topic. The Teacher's Manual gives learning objectives, class activities, puzzles, games, bulletin board ideas, and a test for each chapter in the text. jh-sh

TX 167 K44 640
1. Youth as Consumers
2. Home Economics

SURVIVAL KIT PROCESSES AND IDEAS FOR STUDYING THE URBAN ENVIRONMENT (Kit) by Richard Harbeck. Manitoba Teachers' Society, c1975. 154p. B

A guide to teacher-initiated curriculum development. With its theme of urbanization, the book offers clearly delineated steps toward program development including philosophy, school climate, organizational support, operational parameters. Discussion outlines, games and exercises are presented for studying the environment, a neighbourhood, an actual city, and a hypothetical Canadian city. Well-organized, useful material. tg-jh-sh

HT 164.C2.H21 333.77 🍁
1. Urbanization 2. Ecology

SURVIVAL LEARNING MATERIALS: SUGGESTIONS FOR DEVELOPING (Book) by Robert M. Wilson and Marcia M. Barnes. College Reading Association (Strine Publishing Co.), c1974. 51p. A

Describes and suggests starter ideas for an approach to teaching consumer education and reading skills with materials from everyday life. Actual labels and directions from products, tables of contents, magazine subscription forms, credit applications, and class schedules are examples of survival learning materials. Questions which require students to locate facts, interpret and apply what they have read accompany the materials. Suggestions for packaging your own materials are made. This excellent approach can be used by any teacher in a variety of situations. tg

TX 167.W69 640.73
1. Consumer Education - Study and Teaching

SURVIVAL SKILLS: LIVING ON YOUR OWN (Kit) A.I.M. Educational Aids, c1979. 5 fs., 5 cass., tg. Approx. $100

The five programs discuss decision-making in the consumer areas of budgeting, shopping for food and clothing, choosing a place to live, and establishing credit. Questions and activities are listed for each topic. These are realistic portrayals of issues that high school students will soon face when living alone. sh

TX 335 S7 640
1. Youth as Consumers
2. Home Economics

SUZIE AND THE SUPERSHOPPER (Kit) by Thelma Tabel. ILEA Media Resources Centre (Heineman Educational), c1974. Wall chart, 6 information sheets, 20 worksheets, teacher's notes. B

Designed for high interest/low vocabulary teaching. Suzie buys a pair of jeans and wishes to return them. Information sheets consist of conversations between Suzie and her friends about how to solve this and other consumer problems. Interesting worksheets present brief, easy-to-follow problems, activities and projects. British agencies and monetary units are used, but pounds could be converted to dollars, or the kit used to help teach the pound system. jh-sh

TX 167.T11 343.07
1. Shopping 2. Consumer Protection

SWINDLE! (Game) Changing Times (Marvin Melnyk), c1975. Varied. E

Attempts to help students experience decision-making in shopping and recognize gyps and frauds. Each buyer has $500.00 to spend and must buy several items. Highest scores go to buyers who avoid gyps and frauds and spend their money wisely. Buyers compete with one another, as do car dealers and repairmen. Also included in the kit The Marketplace. jh-sh

HV 6695.Sw6 364.163
1. Fraud

SYLVIA PORTER'S NEW MONEY BOOK FOR THE 80'S (Book) by Sylvia Porter. Doubleday, c1979. 1305p. C

This exhaustive but current treatise on personal finance covers a multitude of topics, from inflation, budgeting, shopping, health care and insurance, to banking, bonds, and mutual funds. Although intended primarily for the adult consumer, the author's clear and straightforward style puts this work well within the reach of high school students. The twenty-eight chapters are subdivided into topics and subtopics, and a thirty-two page index provides easy access to the well-organized information. The physical bulk of this book limits its portability, but it should nevertheless be available as a comprehensive source of information for consumer education programs. sh-a

HG 179 S5 332.024
1. Finance, Personal

SYSTEM V: CONSUMER EDUCATION IN-SERVICE PROGRAM
(Kit) Changing Times (Marvin Melnyk), c1974.
5 modules. n.a.

This system consists of five modules designed for in-service training with secondary teachers who are teaching consumer concepts. Each module presents a teaching strategy applicable to consumer education - values clarification, inquiry, questioning, simulation games, and role playing. Each module contains participant's manuals, step-by-step leader instructions and corresponding audio-visual material. Each participant manual explains the teaching method, illustrates it through workshop activities and suggests classroom activities utilizing the method. Modules could be used independently or together to train teachers to use the different teaching techniques for teaching consumer education as well as other subjects. Leaders may wish to modify the very structured approach of the modules. a

TX 335.Sy8 371.332
1. Consumer Education - Study and Teaching

TAKE NOTICE: AN INTRODUCTION TO CANADIAN LAW
(Book) by Steven N. Spetz. Pitman, c1977.
474p. C; workbook, A; key, B.

This beginning law text introduces the legal system, criminal law, civil rights, the law and the Canadian Indian, law of torts, contract law, sale of goods, bills of exchange, consumer protection, law of real property, family law, and labour law. Background information is presented, actual court cases are cited, and finally comprehension questions, fictitious case problems, and discussion topics are posed. Well-organized, interesting material. sh

KE 3805.S3 340
1. Law - Canada

TAKING ISSUE (Kit) Penney, c1977. fs., cass.,
script. A

Generally introduces the concept of issues and how the consumer or citizen can get involved in them. It offers little real information and the technical quality is poor. Visuals are collages of fragmented photographs having little relationships to the audio. Audio consists of a question-answer dialogue. jh-sh

TX 335.T11 342.085
1. Consumers

TALKING SHOP TO TEENAGE CONSUMERS (Booklet) by
Louie E. Kemp. Mississippi State University,
c1974. 15p. A

A short unit on private enterprise. Activities which allow students to explore businesses of interest to them and to relate the structure of buildings and physical environment of shopping areas to business success are outlined. Pre-test, post-test, questionnaire and model building plans are included. A 10 page teacher's section is available. sh

TX 335.K32
1. Business

TALKING SHOP TO WISE CONSUMERS (Book) by Louie E.
Kemp. Mississippi State University, c1975.
115p. A

A consumer education resource curriculum developed around twelve consumer concepts such as private enterprise, value clarification, the marketplace, resource organization, and money management. Objectives, learning activity suggestions, and generalizations are given in chart form. Learning activity sheets suitable for duplicating are grouped together in an appendix. The curriculum is of average usefulness, with some outdated material and bibliographic references.

TX 335.K321 640.7307
1. Consumer Education - Study and Teaching

TAX SHELTERS IN CANADA (Book) by W. E. McLeod.
International Self-Counsel Press, c1981. 15[illegible]p.
(Self-Counsel Series) B

A practical guide to investing in Registered Retirement Savings Plans, Registered Home Owner's Savings Plans, mutual funds, life insurance, annuities, and other tax shelters. Background information, question and answer sections, how-to instructions, written in straightforward language, will help the layman to understand tax shelters. sh-a

KE 5683 Z82 M234 336.2 🍁
1. Investments

TAXES AND INVESTMENTS (Book)

see
Cashing in on Consumer Knowledge

HG 4527.W21
1. Investments

TEACH YOUR CHILD TO MANAGE MONEY (Book) by Catherine Crooke de Camp. U.S. News and World Report, c1976. 285p. 2nd. ed. B

Contains basic information to help parents prepare young people to cope successfully with practical economic problems. Topics covered include: spending money wisely; shopping; saving; financing an education; travel and a car; insurance; money and marriage and others. Guidelines begin at a pre-school level and continue through the college years. sh-a

HG 7920.C87 332.024
1. Finance, Personal

A TEACHER'S GUIDE OF STOCK MARKET AND INVESTMENT GAMES AND ACTIVITIES (Book) by Peter Yacyk. Rider College, c1974. 59p. B

A guide containing a number of stock market and investment activities for students at the high school level. Its intention is to stimulate students' interest in the area of securities in order for them to buy a share or shares of stock as a class activity. This purchase enables them to make the knowledge gained usable in their thinking beyond the situation in which the learning occurred. Activities suggested include puzzles, games and a test. tg-sh

HG 4555.Y15 332.6
1. Stock-exchange

TEACHER'S KEY TO ACCOMPANY CASEBOOK FOR STUDIES IN LAW (Booklet) by Jerome A. Collins, McGraw-Hill Ryerson, c1978. 49p. n.a.

This key provides the answers for the questions in Casebook for studies in law, and gives brief explanations of the legal considerations for each case. jh-sh

KE 850 A7 C644 346.7107
1. Law - Canada - Study and Teaching

A TEACHER'S KIT: YOUR MONEY MATTERS (Kit) Royal Bank of Canada, c1971. Pamphlet, transparencies and booklets. Free

Six attractive "thematic" booklets objectively discuss money in our society, credit, personal money management, housing, insurance, investments and the Canadian Financial community. Sprinkled with humour and catchy facts to motivate students. Each accurate, well-organized booklet contains 3 of 4 excellent quality heavy acetate, multi-coloured transparencies. Additional reference sources are provided, along with numerous activity and discussion suggestions. sh-a

TX 326.R79 332.024
1. Finance, Personal

A TEACHER'S READY-TO-USE PACKET OF GENERAL BUSINESS SUBJECTS AND CONSUMER EDUCATION CROSSWORD PUZZLES (Kit) by Peter Yacyk. Rider College, c1974. Crossword puzzles and answers. B

A collection of fifteen crossword puzzles which focus on business and consumer education subjects. Puzzles focus on such subjects as budgeting, our economic system, credit, income tax, housing and investments. Clues are generally straightforward and solutions are included. The puzzles could be used to add interest and provide practice and review of concepts learned. sh

HF 5376.Y1 332.024
1. Finance, Personal 2. Business Education

TEACHING CONSUMER EDUCATION (Book) by David Graf. DeltaPiEpsilon, c1977. 60p. (Rapid Reader No. 2) A

Ten general topics such as the Consumer in the Marketplace, Food, and Management and Family Income are proposed as the content of a consumer education course. A very brief outline of each topic's content, periodical readings to support the topic, and learning activities involving a variety of teaching methods are presented. This is not a comprehensive course guide. Objectives, background information and evaluation techniques are poorly covered, but the activity suggestions are useful. tg-sh

TX 335.G75 640.7307
1. Consumer Education - Study and Teaching

TEACHING CONSUMER EDUCATION: A COMMON-SENSE APPROACH (Book) by Fred T. Wilhelms. New Jersey State Dept. of Education, c1974. 45p. A

One man's approach to consumer education, is basically that there are two sides to the consumer question, "...a sane and sensible balance is terribly important". He stresses the importance of portraying the marketplace as a "rich and friendly resource" rather than a "hostile, dangerous place". a

TX 335.N46.T22 640.7307
1. Consumer Education - Study and Teaching

TEACHING CONSUMER EDUCATION THROUGH THE REGULAR SCHOOL PROGRAM (Book) by Alberta Consumer and Corporate Affairs, n.d. 84p. Free

This publication is a summary of the work of the Consumer Education Committee. It is intended as a guide for teachers in the development of Consumer education programs. Overall objectives and the teaching process for such programs are discussed. Five themes are identified and developed through curriculum charts which provide consumer themes, concepts, and activities for all grade levels. tg

TX 147 A1 640.7307
1. Consumer Education - Study and Teaching

TEACHING CONSUMER EDUCATION TODAY (Book) by Henry J. Prager. Atlantic Book, c1978. 113p. B

This teacher's guide is intended to assist teachers in their efforts to prepare students to be knowledgeable consumers able to perform efficiently in the marketplace. The first three chapters consider the general issues of consumer education, principles of teaching, and the use of materials. Remaining chapters supply projects, activities, and simulations for specific consumer topics such as money, credit, shopping, taxes, and housing. Teachers should find the ideas interesting and especially useful for group work. tg/jh-sh

TX 147 P88 640.7307
1. Consumer Education - Study and Teaching

TEACHING CONSUMER SKILLS AND HOW TO SURVIVE IN AMERICA: 35 ACTIVITIES (Book) by Farren Webb. Center for Teaching International Relations, c1978. 146p. B

The activities are designed to develop basic consumer survival skills in students at all grade levels. This includes suggestions for group work on marriage, divorce, and raising children. All units attempt to alert students to the problems and decisions they should be aware of as consumers. The activities are grouped into six related clusters if you wish to develop one particular topic. Headings are shopping skills, food, jobs, marriage, parenting skills, contracts, money, and housekeeping. tg.

TX 335 W42 640.7307
1. Consumer Education - Study and Teaching

TEACHING PERSONAL ECONOMICS IN THE BUSINESS EDUCATION CURRICULUM (Book) Joint Council on Economic Education, c1971. 92p. A

Three U.S. teaching guides, Teaching Personal Economics in the Home Economics Curriculum, Business Curriculum, and Social Studies Curriculum, show possible applications of personal economic theory in each curriculum area. Part I of each guide offers objectives, economic concepts, and learning activities for incorporation into existing programs. Emphasis is on using the decision-making process to achieve personal economic well-being. Part II provides additional teacher resources in the form of background information, tools of analysis, and bibliographies of consumer materials. tg/sh

HF 1106.Un3 375.332
1. Business Education - Study and Teaching
2. Economics - Study and Teaching

TEACHING PERSONAL ECONOMICS IN THE HOME ECONOMICS CURRICULUM (Book) Joint Council on Economic Education, c1971. 99p. A

see
Personal Economics in the Business Education Curriculum tg/sh

TX 145.Un3 375.64
1. Economics - Study and Teaching
2. Home Economics - Study and Teaching

TEACHING PERSONAL ECONOMICS IN THE SOCIAL STUDIES CURRICULUM (Book) Joint Council on Economic Education, c1971. 87p. A

see
Personal Economics in the Business Curriculum
tg/sh

H 63.Un3 375.3
1. Economics - Study and Teaching
2. Social Studies - Study and Teaching

TEENAGE CONSUMERS: A PROFILE (Book) by National Assessment of Educational Progress. Education Commission of the States, c1979. 63p. B

Following a national assessment of the consumer skills of American adolescents, statistical results were reported in the NAEP publication Consumer Skills Results Manual. As a companion to that manual, this profile presents qualitative highlights revealed in the assessment. General observations are made regarding consumer education programs, and implications for future educational planning are noted. a

HC 107 N2 640.7307
1. Consumer Education - Study and Teaching

THIS BUSINESS CALLED MEDIA (Kit) by Carolyn Charles. EMC Corporation (Marvin Melnyk), c1976. 5 fs., 5 cass., tg. Approx. $100

Photograph frames and a single narrator tell the story of the development and current use of media in the U.S. Topics include television, radio, newspapers, magazines, and advertising. More valuable are the numerous activities suggested in the teacher's guide. As well, black line duplicating masters of media use inventories, a listening survey, and other projects are provided. sh

P 90.C38 301.161
1. Mass Media

TIME AND MONEY TOO! (Game) Saskatchewan. Department of Consumer Affairs, n.d. instruction, game cards. B

A game in which children or adults decide on seven things they wish to buy. Time and money cards determine how much money players may spend in a specified time period. What players decide to do with their time and money stimulates discussion. ue-a

BF 778.T48 658.403
1. Decision-making

THE TIME LIFE BOOK OF THE FAMILY CAR (Book) Editors of Time-Life Books. Time-Life Books (GLC Publishers), c1973. 358p. C

This book moves from a general history of cars to specific details on what to look for when selecting, financing and insuring a new or used car. The greater part of the book is devoted to a very thorough and highly illustrated discussion of car systems, upkeep, body repairs, trouble-shooting, and general car maintenance. sh-a

TL 146.5.T56 629.2222
1. Automobiles - Maintenance and Repair

TO BE POOR IN CANADA (Book) by Jean L. Dragushan. The Edmonton Social Planning Council, n.d. 85p. A

Six chapters discuss the Poor in Canada, the Working Poor, the Welfare Poor, the Poor and Social Services, the Forgotten Native, and possible solutions. The book emphasizes that the poor often have few choices and little opportunity to escape the poverty circle. A Guaranteed Income system is the favored solution. Questions review each chapter, and locally available film materials are cited. References date information and statistics between 197[illegible] and 1975. sh

HC 114.P6.D78 362.5
1. Poor

TO BUY OR NOT TO BUY (Kit) Random House, c1975. fs., cass., wall chart, cards, booklets, tg. Approx. $200

A variety of materials help students identify several consumer concepts - goods, services, comparison shopping, etc. - and develop a system for spending money. Information relevant to pre-buying, buying and post-buying is presented for large and small purchases and services. Students actively research and decide on these purchases. The teacher's guide outlines use of all materials and suggest related activities. jh-sh

HC 79.C63.T55 640.73
1. Shopping

THE TORONTO STOCK EXCHANGE: TEACHER'S KIT (Kit) Toronto Stock Exchange, c1977. Varied. B

A compilation of various materials dealing with Toronto's stock exchange and finance in general. Topics include kinds of stocks, buying and trading transactions, terms and definitions, computers and T.S.E. membership. Also included are publications lists, a set of pamphlets, set of posters and a flow chart, sample Monthly Review, Daily Record Sheet and Annual Report. sh-a

HG 5131. T63 332.6
1. Stock Exchange

TOWARD A QUALITY OF LIVING (Kit) Penney, c1976. 2 fs., 2 cass., picture cards, tg. posters, activity sheets. (Consumer Education Modules). C

Examines the family as an ecosystem, and as part of larger ecosystems. Materials could be used separately or as a unit to discuss various topics - the family, human ecology, the environment, resources, goals and values. Parts of this kit could be used with elementary students - photographs of possible family groupings; cartoon posters and filmstrips of individuals and the families interacting with their environment. ue-sh

HM 35.T65 301.31
1. Family Life Education 2. Ecology 3. Values

THE TOY REPORT: A BUYER'S GUIDE TO TOYS (Book) Canadian Toy Testing Council, c1980. Rev. ed. 172p. A

The Toy Report presents an analysis of more than 1000 individual toys tested by the Canadian Toy Testing Council. Listings show manufacturer, toy name, model number, age range, price range, and comments. There are lists of recommended, not recommended, and discontinued toys. Treatment is according to type of toy; e.g., plush, construction, puzzles, models. All ages from infants to teens have been covered. Indexes are given for toy names and suppliers. sh-a

TS 2301.T7 G591 1980 688.7 🍁
1. Toys

TRANSPARENCIES FOR GENERAL BUSINESS FOR EVERYDAY LIVING (Transparencies) by Ray G. Price et al. Gregg Division/McGraw-Hill, c1973. Transparencies
Vol. 1: What Everyone Should Know About Business
Vol. 2: You as a Consumer - Now
Vol. 3: You as a Consumer - Later
Vol. 4: You as a Worker and a Citizen
Approx. $125/vol.

These colourful transparencies with masks, overlays and clear labelling, present general business and economic concepts to students. Teacher instructions and discussion questions accompany each transparency.

Volume 1 provides an overview of the business system explaining what business is and does, its role in the free enterprise system, and the function of money, credit and banks. Volume 2 deals with problems of managing money, the need for developing buying skills, and the use of credit. Volume 3 discusses various ways to make money payments, invest money, and purchase insurance. Volume 4 is concerned with income, preparing to work, labour, taxes, economic growth and its problems. Four interesting, useful volumes. jh

HC 79.C63.P93.T68 332
1. Economics 2. Finance, Personal
3. Business Education

TRANSPORTATION (Book)

see
Cashing in on Consumer Knowledge

HE 192.W21
1. Transportation

TREADMILL TO RUIN? A PLAIN GUIDE TO THE UNSEEN ROT OF INFLATION (Book) by Robert L. Perry. Maclean-Hunter, c1977. 184p. B

Perry, an economic journalist for some twenty years, drew upon the research done by Michael Alexander for the 1976 Touche Ross report on inflation for the statistical base of this book. The emphasis, however, is not on research or statistics; instead, Perry uses clever analogies and simple diagrams to explain economic theories in general and Canada's economy in particular. Perry explores the beginnings of the inflationary dilemma in which Canadians now find themselves, and develops the theory that no relief is possible until consumers accept a realistic approach to supply and demand, and abandon their constant fight for higher wages. This book is best suited to the adult layman, but could be used either by secondary students or by teachers looking for background information on inflation. sh-a

HG 229 P42 332.41
1. Inflation (Finance)

TREBEDIES ISLAND (Game) Similie II, c1977. Guides, 1 cass. C

Investors, homeowners and business representatives must come to an agreement on who shall provide telephone service to Trebedies Island. Students examine what a monopoly is, and are exposed to pricing policies, bidding procedures, the role of government in regulating industry, investor liability, price discrimination and other economic concepts. The game lasts 50 minutes and requires some background knowledge. sh

H 63 T71 338.82
1. Monopolies 2. Economics

THE TRUTH ABOUT FOOD ADDITIVES (Book) by Doris D. Sargeant. Doris D. Sargeant, c1980. 191p. B

The authors have provided an alphabetical guide listing hundreds of food additives and discuss their individual uses, origins and toxic effects. Government safety measures are included in relation to ingredients listed on processed foods. By reading this report, consumers will understand what chemicals are added to their food and therefore can make informed decisions about their personal eating habits. sh-a 🍁

TX 553 S27 664.06
1. Food Additives

TYPE OF CREDIT (Videorecord)

see
The Complete Consumer Series

TX335.AL1.C73.V.6
1. Credit

ULUSCHAK'S CONSUMER CRAM COURSE (Book) by Edd Uluschak. Alberta Consumer and Corporate Affairs, c1976. 30p. n.a.

This book of Ulushack's whimsical cartoons takes a humourous look at consumer rights and responsibilities. jh-a 🍁

TX 335.AL1. U1 640.73
1. Consumer Protection - Canada

ULUSCHAK'S MARKETPLACE (Book) by Edd Uluschak. Alberta Consumer and Corporate Affairs, c1980. 97p. Free

Uluschak's cartoons are used as discussion starters in this collection on consumer education topics. A list of suggested discussion ideas, appropriate resource materials, and relevant legislation is provided with each topic. As well, the cartoons have been designed for easy conversion to overhead projectuals. tg-jh-a 🍁

TX 335 A5 640,73
1. Consumer Education

UNDERSTANDING ADVERTISING (Kit) Penney, c1973. Fact sheets, activity sheets. (Insights into Consumerism). A

A portfolio of information on advertising, the influence of advertising and other aspects of the subject from an uncritical point of view. The writers take the position that advertising reduces the cost of search by "identifying buyers and sellers" and by providing "much needed information". sh

HF 5814.Un2 659.1
1. Advertising

UNDERSTANDING MONEY (Book) by Elizabeth James. Macdonald-Raintree Canada, c1977. 48p. B

The purpose of this book is to explain why we use money and how the exchange of money for goods and services occurs. The description of money in chapter one is completely American and therefore of little applicability here except for comparative purposes. Readers are shown how to open and maintain a savings account. Children could read the text alone or it could be used for class readings. pr

HG 221.5 J349 332.4
1. Money

UNDERSTANDING THE CANADIAN ECONOMY (Book) by W. Trimble. Pitman, c1975. 6th ed. 281p. A

This Canadian textbook introduces the student to economic analysis and provides basic tools to work with in the task of understanding the economic events of everyday life. Each of the sixteen chapters presents its topic clearly and is followed by exercises and discussion questions. Sample topics include forms of economic organization, supply and demand, money and banking, Keynesian business cycle theory, and present-day economic problems. This text is listed as a primary reference for Economics for Consumers 20 and a supplementary teacher's manual also is available. sh

HD 82 L98 330.971
1. Economics

UNDERSTANDING THE MARKETPLACE (Book)

see
Contemporary Consumer Series

HF 5429.I4
1. Marketing

UNDERSTANDING WALL STREET (Book) by Jeffrey B. Little. International Self-Counsel Press, c1980. 215p. B

The complexities of Wall Street are clearly explained in this volume meant for both beginners and experienced investors. Nine graphically illustrated chapters cover investment fundamentals such as the formation of companies and sophisticated techniques such as technical analysis. The first chapter includes a dictionary of Wall Street terms and expressions. Other chapters explain how to read financial statements and the financial pages, selection of a stock broker, how to identify and use growth stocks, bonds, and stock options. This is a very thorough educational text on Wall Street. sh-a

HG 4571 L72 332.6
1. Stock Exchange

UNFAIR TRADE PRACTICES LEGISLATION: SYMBOLISM AND SUBSTANCE IN CONSUMER PROTECTION (Booklet) by Edward P. Belobaba. Osgoode Hall Law Journal, Vol. 15 No. 2, 1977, c1977. 62p. A

The primary purpose of this article is to provide a comparative analysis and a critical evaluation of recently enacted provincial trade practices statutes. While it is intended mainly for students of consumer and constitutional law, it is of interest to those who wish to compare Canadian provincial laws pertaining to consumers. An evaluation and some proposals for reform are made, and an alternative to the court system for regulating trade practices laws is presented. sh-a

HD 3625 B41 381.34
1. Consumer Protection - Canada

THE USED CAR BELIEVER'S BOOK (Book) by Robert Appel. Dorset (Beatty & Church), c1979. 206p. B

An opinionated guide to owning a used car. Checking out a used car, maintaining it, driving it, selling it and repairing it are covered. Consumer guides and other evaluations of used cars are rejected in favor of the author's guidelines. The amusing, often sarcastic, style is easy-to-read, and sensible, introductory check lists and instructions regarding used car ownership are included. Not indexed. sh-a

TL 162.A66 629.22
1. Used Cars
2. Automobiles

USED CAR DEALERS - SEE HOW THEY OPERATE (Kit) Changing Times (Marvin Melnyk), c1972. Transparencies, students booklets. C

This one lesson kit presents factual information on the intricacies of buying a used car - types of used cars, lots, and dealers. Review questions and suggested activities stress reading and discussion skills, as well as consumer skills. sh

HD 9710.Us2 629.2222
1. Automobile Purchasing 2. Used Cars

USING DOLLARS AND SENSE (Book) by Charles H. Kahn. Copp Clark, c1977. 2nd ed. Can. ed. 112p. (Pacemaker Practical Arithmetic Series). A

This workbook provides exercises in simple money transactions. Making change, choosing and figuring change, and figuring total and item costs provide practice in simple addition, subtraction, multiplication and division. Students are aided by illustrations of Canadian money and drawings of products. ue-jh

TX 326.K12 372.72
1. Mathematics

USING THE METRIC SYSTEM (Kit) Universal Education and Visual Arts (Burbank), c1974. 6 fs., 3 cass., tg. Approx. $100

Focuses on the basic units needed in everyday life in an appealing manner. It includes measuring length, capacity, mass, temperature, calories as well as metric tools. Serves as an excellent introduction for all students entering the world of metrication. The section on measuring length reveals U.S. orientation, although the overall quality of the film warrants overlooking this drawback. ue-sh

QC 91. Us4 389
1. Metric System

USING THE NEWSPAPER IN THE CLASSROOM: TEACHER'S HANDBOOK (Booklet) Edmonton Journal, c1963. 20p. Free

This publication demonstrates how a newspaper can be used as an instrument of learning. To accomplish this, it includes information on how a paper is produced, the importance of becoming a discriminating reader and keeping well-informed and how to use a newspaper as a source of information. tg

LB 1044.9.N4.Ed5 070.172 🍁
1. Newspapers

VALUE CLARIFICATION, SYSTEM V (Kit)

see
System V: Consumer Education
In-Service Program (Kit)

VALUE QUESTIONNAIRES FOR CONSUMER EDUCATION (Booklet) Edu-Game, c1977. 14 questionnaires. A

Fourteen value questionnaires relate to consumer topics such as budgets, industry regulation, advertising and ecology. They include opinion rating scales and ranking exercises. The vocabulary is uneven and statements are often doublebarrelled. The questionnaires may have limited use as supplementary activity material for particular consumer education topics. jh-sh

TX 335.U23 640.73
1. Values

VALUES (Game) by Dave and Loretta Puckrin. Puckrin's Production House, no date. Varied. C

This game presents value issues for students to examine, consider and decide upon, thereby promoting student discussion. Students are encouraged to consider alternative modes of thinking and acting by selecting from among options. As a result, they may begin to make their own choices and evaluate the actual consequences, thus developing their own values. pr-jh

BF 778.V24 301.21 🍁
1. Values

VALUES AND TEACHING: WORKING WITH VALUES IN THE CLASSROOM (Book) by Louis Raths, Learning Tree Ltd., c1978. 2nd ed. 353p. B

This book outlines a theory and methodology for the clarification of values. There are suggested exercises and activities to use to assist others in determining personal values. The information is useful to people of all ages, but is directed most specifically to those who work professionally with children. a

BF 778 R18 301.2107
1. Values

VALUES CLARIFICATION (Book) by Sidney B. Simon.
Hart (Gage), c1972. 397p. B

A handbook of practical strategies designed to engage students and teachers in actively formulating and examining values. It involves students in practical experiences which make them aware of their own feelings, ideas and beliefs so that the choices and decisions they make are conscious and deliberate. Activities are intriguing and relevant to the students' lives, and teachers will find them simple, practical and stimulating. jh-sh

BF 778.S15 30.21
1. Values

VALUES EDUCATION: A RESOURCE BOOKLET (Book) by Stephan Barrs. Professional Development Committee of the Ontario Secondary School Teacher's Federation, c1975. 96p. A

Defines values education and its goals. Presents four approaches to values education: values clarification, cognitive moral development, synthesis, and transactional analysis. The model or theory for each approach is explained, and then teaching techniques and student assignments are outlined. A useful introduction for teachers. tg/jh-sh

BF 778.B27 301.21
1. Values

VALUES IN CONFLICT: CONTEMPORARY ISSUES IN BUSINESS AND SOCIETY (Book) by Edward W. Wheatley.
Banyan Books, c1976. 166p. B

Specific issues are developed to illustrate the conflicting interests of business and society. Discussion questions then aid students and teachers in identifying their reactions to the issue and their own values. Suggested class projects and supplementary readings follow. Issues raised include advertising and children, energy versus ecology and women in business. An interesting, sophisticated approach. sh-a

HD 60.W47 301.51
1. Industry-Social Aspects 2. Values

VALUES IN EDUCATION AND SOCIETY (Book) by Norman T. Feather. Free Press (Collier) MacMillan,
c1975. 32[illegible]p. C

An interdisciplinary investigation of human values based on a six-year program of research into values and value systems. Topics include: the role of values in educational choice, the impact of educational institutions on student values; value differences between various age, sex and income groups; a study of two specific groups; cross-cultural value comparisons, and value climates in various situations. a

BF 778.F31 301.21
1. Values

VALUES TECH (Book) by Don Koberg and Jim Bagnall.
Kaufmann (Wiley), c1976. 240p. illus. B
pap.

Values Tech is a portable school for discovering and developing decision-making skills and self-enhancing potentials, as well as providing experiences for gaining knowledge and practice in those areas. The work involves establishing criteria, determining meaning, choosing, selecting and deciding between things. It includes comparing the options in life and coming to grips with the value and worth of personal experiences. jh-a

BF 778.K79 301.2107
1. Values

VISUAL MERCHANDISING: PRINCIPLES AND PRACTICE (Book) by Richard Carty. Milady Pub., c1978.
118p. B

This book presents a study of the visual approach to selling with emphasis on the how and why of display. A brief history and organizational structure of visual merchandising is included. Other chapters cover current methods, display layout of a store, and visual merchandising as an expression of art. Each chapter is illustrated and concludes with questions for review and discussion. jh-sh

HF 5415 C2 659.1
1. Merchandising
2. Marketing

THE VITAMIN BOOK (Book) by The Editors of Consumers Guide. Simon and Schuster, c1979. 287p. A

A comprehensive survey of the research on 13 vitamins of importance to the human body. The nutritional needs of the body and how these can be met are discussed. Well-organized chapters outline the uses, sources, and required quantities of each vitamin, and the use of vitamin supplements or megavitamin therapy is investigated. The book concludes with an evaluation of some of the most popular brands of vitamin pills. jh-a

TX 553 V83 641.18
1. Nutrition

THE WAY AHEAD FOR CANADA: A PAPERBACK REFERENDUM (Book) by Robert K. Logan. Lester and Orpen (Gage), c1977. 215p. A pap.

A response to the federal government's working paper on new directions for Canada in the post wage and price control era. This collection of essays presents the personal, political view of contributors - from Alvin Toffler to high school students - on different aspects of the paper - inflation, technology, economic alternatives. Readers may respond to the paper via a questionnaire provided in the book. Contains the text of The Way Ahead: A Framework for Discussion. sh-a 🍁

HC 115.W38 330.971
1. Canada - Economic Conditions
2. Wage - Price Policy - Canada

WEASEL WORDS: THE ART OF SAYING WHAT YOU DON'T MEAN (Book) by Mario Pei. Harper and Row, c1978. 208p. C

"Weasel words" are words which greatly modify or negate the meanings of other words, and any discussion of this topic must therefore be concerned with vocabulary, semantics, and language in general. This book also includes discussion of mass media, communication techniques, and the use of specialized languages in the fields of advertising, science, sports, and education. The section most relevant to consumer education are those on advertising and the mass media, which occupy a significant portion of the book. sh-a

P 305 P4 422
1. English Language - Vocabulary
2. Advertising

WELCOME TO THE REAL WORLD: A GUIDE TO MAKING YOUR FIRST PERSONAL, FINANCIAL, AND CAREER DECISIONS (Book) by Annie Moldafsky. Doubleday, c1979. 179p. A

This book on independent living was written in an attempt to help young people cope with the problems of entering the real world from their school and home environments. Several case histories are presented demonstrating important emotional and career decisions to be made. The American bias limits the applicability of some examples. jh-sh

TX 326 M73 332.024
1. Youth as Consumers

WHAT EVERYONE SHOULD KNOW ABOUT BUSINESS (Transparencies)

see
Transparencies for General Business for Everyday Living (Transparencies)

WHAT EVERYONE SHOULD KNOW ABOUT CREDIT BEFORE BUYING OR BORROWING AGAIN (Book) by Ira U. Cobleigh, U.S. News and World Report, c1975. 255p. B

This attractively illustrated book is intended to help the reader manage personal credit wisely, and to assist the consumer in securing money and goods at the best available terms, while observing the danger signals and avoiding the pitfalls which can lead to personal financial disaster. Good organization, clear print, wide margins, and the author's very readable style suit this book admirably to classroom use. A glossary and index are provided. jh-a

HG 3755 C63 . 332.743
1. Credit

WHAT IS A CONSUMER (Videorecord)

see
The Complete Consumer Series

TX 335.A1.C73.V.1
1. Consumers

WHAT IS CREDIT? SHOULD I USE CREDIT? (Flipchart) by Elsie Fetterman. University of Connecticut, n.d. Charts. A

A flipchart with a fairly simple text, large format and illustrations explaining the dangers of credit buying. ue

HG 3755.F43 332.743
1. Credit

WHAT WILL YOU TRADE FOR MY MIND (Audiorecord)

see
The Net is Consumerism: You Are the Catch 🍁

HC 79.C63.N38
1. Advertising

"WHAT'S GOING ON HERE?" A STUDY OF MEDIA AND PROPAGANDA (Kit) by Tom Crone. EMC Corporation (Marvin Melnyk), c1972. 5 fs., 5 cass., tg. Approx. $125

Discussion centres on the power of media; propaganda; appeals to needs; the power of words; semantic devices; the effects of colour, shape and placement; the importance of analysing messages and being aware of emotional factors which work against rational judgement. jh-sh

P 90.T59 301.161
1. Mass Media
2. Advertising, Psychological Aspects

WHAT'S IN AN ISSUE? (Kit) Penney, c1977. fs., poster, activity sheets. (Insights into Consumer Issues). A

This brief kit explains what a consumer issue is. It then diagrams a method of dealing with particular issues - determine what the issue is, who it concerns, its implications, your position, and your involvement. A simple, straightforward methodology that has implications in various consumer education topics. jh-sh

Tx 335.W55 640.73
1. Consumer Protection

WHEELS (Kit) Alberta Consumer and Corporate Affairs, c1976. Col. sl., cass. Available on loan.

Explains some considerations to make when buying a used car. Both mechanical and contractual checks are discussed; being prepared before you go out to buy a car is stressed. sh-a

TL 162.AL1 629.2222
1. Automobile Purchasing 2. Used Cars

WHEELS AND DEALS: BUYING CARS AND MOTORCYCLES (Kit) by Curtis Colby. Current Affairs, c1973. 1 fs., 2 cass. E

Designed to encourage students to examine the pros and cons of buying "wheels", not only the social pressures and resulting values involved, but also price and quality. The teaching guide suggests discussion questions for before and after viewing. jh-sh

TL 162.C67 629.2222
1. Automobile Purchasing 2. Motorcycles

WHEELS, DEALS, AND YOU (Kit) Money Management Institute. H.F.C., c1978. 1 fs., 1 cass., tg., spirit master. A

This kit introduces young people to the basic steps involved in buying and owning a car. Transportation choices and costs; types of cars; shopping for new and used cars; financing a car; buying insurance; and managing operating costs are discussed. Cartoon drawings illustrate dialogue between a car expert and young people interested in owning cars. The teacher's guide outlines objectives, concepts, and additional activities; contains the script; and lists additional resources. jh-sh

TL 162.W56 629.2222
1. Automobiles

WHEN A MAGAZINE SELLER KNOCKS ON YOUR DOOR (Kit) Changing Times Education Service (Marvin Melnyk), c1976. Transparency, spirit master, student booklets, tg. (CTES Inquiry Oriented Mini Unit) C

This one lesson kit discusses door-to-door magazine selling. The student pamphlet outlines common sales approaches, and ways in which consumers can protect themselves from fraudulent deals. In-effective, identical transparency and spirit master are intended to stimulate discussion. The teacher's guide contains brief instruction notes, activity suggestions and review exercises. Limited scope and unexciting format produce a mediocre teaching aid. jh-sh

HF 5446.W57 364.163
1. Salesmen and Salesmanship
2. Consumer Protection

WHERE DO I GO FROM HERE WITH MY LIFE? (Book) by John C. Crystal. Book Center, Inc., c1974. 253p. B

This manual is designed to be used as an instructor's guide for a course in career guidance and career planning. Self-motivated individuals working on their own would benefit from the suggested activities only if they complete the exercises properly. The sessions are planned as part of a comprehensive, systematic process to help and encourage people with occupational decision-making and job-hunting. This process involves writing a work autobiography, identifying personal skills, geographical preferences and life goals, and learning how to acquire the preferred job. The recommended time allowance is sixteen sessions of 3 hrs. duration each. tg-sh-a

HF 5381 B631 371.4
1. Vocational Guidance

WHICH WAY AHEAD? CANADA AFTER WAGE AND PRICE CONTROL (Book) by Michael Walker. Fraser Institute (Self-Counsel International), c1977. 322p. A pap.

A collection of the reactions of Canadian economists to the federal government's working paper on Canada after wage and price controls. It discusses the controls program, its effectiveness, the causes of inflation, and suggests economic policies for the future. Includes the text of the working paper: The Way Ahead: A Framework for Discussion. a

HC 120.W24.W45 331.2101
1. Wage - Price Policy - Canada
2. Canada - Economic Conditions

WHO BUYS: A STUDY OF THE CONSUMER (Book) by Don Weller. Pitman, c1974. 222p. B

Written for students of marketing. Analyzes how people are persuaded to buy and implications for those involved in selling, advertising and general marketing. Interesting reading. sh-a

HF 5415.2.W45 658.83
1. Consumers

WHO PUT THE CON IN CONSUMER? (Book) by David Sanford. Liveright, c1972. 166p. A

More than a simple expose, this readable book gives concrete advice on how to handle common consumer problems and how to fight back. Television, landlords and tenants, waste disposal, the food industry, drugs, politics, and planned obsolescence also are discussed. A lucid look at how American big business plays on public weaknesses, fads, and the consumer's lack of information in order to sell its products, this book is listed as a secondary reference for Economics for Consumers 20. sh

TX 335 S2 381.3
1. Consumer Protection

THE WHOLE KIDS CATALOG: FOR ADVENTURE SEEKERS OF ALL AGES (Book) by Peter Cardozo. Bantam Books, c1975. 218p. A

Introduced as a source book, activity book, and guide to free things, this is essentially an annotated catalogue of U.S. books and materials on a variety of children's crafts and interests. Magic, carpentry, ecology, pets, and bicycles are some of the areas covered. Recipes, projects and illustrations from some of the books are reprinted. Order information is given for each item. The table of contents provides the only subject access to the materials, and no other indexes are provided. pr-jh

LB 3031.C11
1. Education - Catalogues

WHO'S RESPONSIBLE FOR PRODUCT SAFETY (Kit) Penney, c1975. Fact sheets, activity sheets. (Insights into Consumerism). A

The kit discusses the role that consumers, the manufacturer and the government play in product safety. U.S. agencies and laws are presented, but the material is interesting and the activities involve students in recognizing hazards. jh

KF 8925.P7.W62 343.07
1. Product Safety 2. Consumer Protection

WHY TRADE IT IN? (Book) by George and Suzanne Fremon. Liberty Publishing Company, c1979. 247p. A

Although not a fix-it-yourself guide, this book outlines a preventive maintenance schedule which a driver and mechanic can follow to prevent costly car repair or replacement. The schedule provides a list of maintenance items to be performed on a regular mileage basis, as well as more detailed schedules for twelve specific parts or systems of the car. General principles of engine and car operation are explained, and common symptons of car trouble and their probable causes are discussed. This is an excellent manual for any car owner who would rather repair than trade-in. jh-a

TL 152 F88 629.287
1. Automobiles - Maintenance and Repair

WIGDER'S GUIDE TO OVER-THE-COUNTER DRUGS: A CRITICAL COMPARISON OF THE EFFECTIVENESS, COST, AND SAFETY OF THE MOST POPULAR AND WIDELY ADVERTISED BRANDS (Book) by H. Neil Wigder, M.D. J.P. Tarcher. (St. Martin's Press), c1979. 224p. B

This well-organized guide is a professional evaluation of popular brands of nonprescription medications. Each chapter analyzes a particular group of products as to active ingredients, effectiveness, cost, and safety, and concludes with a comparison chart for easy reference to the drugs in that chapter. Common questions regarding minor ailments are answered and specific recommendations for self-treatment are given. This is an extremely useful book designed to help consumers choose wisely in the drugstore. jh-a

RM 300 W63 615
1. Drugs

WILL THAT BE CASH OR ...? A LOOK AT CONSUMER STUDIES IN CANADA (Book) by Louise Beaugrand-Champagne. Canadian Education Assn., c1975. 47p. A

Serves as an indication of what is happening in Canada in the area of consumer studies. Questionnaires were sent to provincial Departments of Education and to school boards to discover which jurisdictions offered specific courses designed to teach the hows and whys of purchasing. This report incorporates the comments and suggestions of those surveyed, and provides a sample of the questionnaire. tg

TX 335 B38 W66 640.73
1. Consumer Education - Study and Teaching

WILL THAT BE CASH OR MANANA (Audiorecord)

see
The Net is Consumerism: You Are the Catch

HC 79.C65.N38 🍁
1. Credit

WILLS FOR ALBERTA (Book) by Cheryl Gottselig. International Self-Counsel, c1977, 2nd. ed. 106p. A

Gives practical information and advice on wills for Albertans. Topics include wills and lawyers, drafting your own will, executors and probate, Canada Pension Plan. Numerous sample forms are included, and humourous fictitious names fill in the blanks. sh-a 🍁

KEA 245.Z82.G6 346.7123
1. Wills - Alberta 2. Law - Alberta

THE WIND BOOK: ELECTRIC POWER FROM THE WIND (Book) by Ian Hornby. Pollution Probe-Ottawa, c1976. 34p. (Energy Book Series). A pap.

What is a wind generator; what are their advantages; are they suitable for Canada, are some of the questions this book answers. Four types of wind generators: home-made, rebuilt, commercial and experimental are described and illustrated. The mathematics of wind power is explained as simply as possible. Students concerned with alternate energy sources will find this book useful. jh-sh 🍁

TX 1541.H78 621.45
1. Wind Power

A WOMAN'S BOOK OF MONEY: A GUIDE TO FINANCIAL INDEPENDENCE (Book) by Sylvia Auerbach. Dolphin Books (Doubleday), c1976. 212p. A

Presents a personal and practical guide to financial independence for women. It discusses why women are handicapped in the money race - and what to do about it; how to earn more and get more for your money; how marriage, motherhood, divorce or widowhood affect your financial situation; how to protect yourself and your family against set-backs; plus other essential information. sh-a

TX 326.A3 332.024
1. Finance, Personal 2. Women as Consumers

WOMEN IN BUSINESS: A SHOCKING WASTE OF HUMAN RESOURCES (Book) by James E. Bennett and Pierre M. Loewe. Financial Post, c1975. 159p. A pap.

Describes recent developments and the current situation regarding women in the Canadian business world. The authors stress the need for equal opportunity for women in large corporations and address businessmen who may underestimate its importance. Secretarial positions, day-care, salaries, advancement opportunity, pension and insurance plans are some of the items looked at. U.S. policies, suggestions for Canada, and a bibliography conclude the book. sh-a 🍁

HD 6058.B43 331.481
1. Women in Business

WOMEN IN NEED: A SOURCE BOOK (Book) Canadian Council on Social Development, c1976. 92p. A pap.

Discusses the social and economic condition of women, particularly those with low incomes, in Canada. National and provincial statistics, information and conclusions are provided on women and the following issues: health services, law, economic status, day-care and housing. Information would be useful in high school social studies and sociology classes. sh-a 🍁

HQ 1451 C16 W84 362.8
1. Women in Canada
2. Poor

A WORD FROM OUR SPONSOR OR MY FRIEND ALFRED (Book) by Judie Angell. Bradbury Press, c1979. 140p. B

When a twelve-year-old boy tries to protect consumers from buying a drinking mug containing lead, he finds himself in conflict with his father's advertising agency. Alfred and his friends contact numerous consumer protection organizations, and are eventually featured in a television interview. This well-written story comments on many consumer issues, such as product workmanship, food additives, television "addiction", and advertising to children. An excellent fictional account of consumerism. ue

PZ 7 A58 (Fiction)
1. Consumer Protection

THE WORK OF CONSUMPTION (Audiorecord) by John O'Neill. CBC Learning Systems, n.d. cass., 30 minutes. B

A professor of sociology at York University, Toronto, suggests that consumption of goods and services, as opposed to production, has become the major work of our society. Technology has constantly diminished the amount of human energy needed to produce goods. How advertising contributes to this is outlined. An interesting lecture which presents many ideas for further discussion. Suitable for use with senior level, academic students. sh-a

TX 335.W88 338.09
1. Consumption (Economics) 2. Advertising

WORKSHEET BOOKLET TO ACCOMPANY PERSONAL FINANCE FOR CONSUMERS (Booklet) by Benjamin M. Trooboff and Fannie Lee Boyd. General Learning Press, c1976. 19p. A

This workbook consolidates the worksheets which appear in the text Personal Finance for Consumers, and can serve either as a means through which students can record personal finances, or as a convenient method of working out financial problems posed in assigned case studies. While not essential to the use of the text which it accompanies, this workbook could extend the use of the text. sh-a

HG 179 T752 332.024
1. Finance, Personal

THE WORLD OF BUSINESS: A CANADIAN PROFILE (Book) by Terry Murphy. Wiley, c1978. 319p. C

This introductory text presents limited information on a variety of topics. Economics, marketing, accounting, computers, credit, insurance, law, and career planning are some of the areas covered. The objective is to interest students in high school business courses. Units present terminology and general information, and contain review questions, discussion questions, and activity suggestions. jh-sh

HF 5351.W81 650
1. Business Education
2. Finance, Personal

YOU AND MASS PRODUCTION (Kit) Society for Visual Education (Moyer Vico), c1974. 4 fs., 2 cass., tg.

The kit covers the concept and U.S. history of mass production, illustrates the mass production of bicycles, shows the historic development of automobile manufacturing and visualizes the process of automation and its relationship to workers. A combination of cartoons, photographs, narrative and dramatized dialogue add humour and interest to the preparation. ue

HD 9720.Y8 338.06
1. Manufacturing

YOU AND THE LAW (Book) Reader's Digest Assn., c1976. 2nd ed. 893p. D

This volume is an excellent layman's guide to Canadian law. It covers in detail matters pertaining to the courts, home and family, the factory and office, recreation, torts, criminal law and money. A final chapter discusses the role of lawyers. sh-a

KF 501.R22 340.0971
1. Law - Canada

YOU AND YOUR AUTOMOBILE INSURANCE (Kit) Insurance Information Institute, c1978. Cass., fs., tg. C

This kit contains a cassette tape and filmstrip presentation of about thirteen minutes duration. The basic concept of insurance as the sharing of financial risk, the six types of coverage available in policies, "no fault" insurance, factors that determine the cost of insurance and ways in which car owners can save money on their premiums all are clearly explained. Educators who prefer to narrate themselves can refer to the printed script contained in the accompanying guide. This guide also provides instructional objectives, major concepts and generalizations, a glossary, and activity ideas for teaching about automobile insurance. sh-a

HG 8051 Y8 368.232
1. Insurance

YOU AND YOUR HOME INSURANCE (Kit) Insurance Information Institute, c1978. Cass., fs., tg. A

This American filmstrip and cassette tape is accompanied by a guide which, in addition to the printed script and a description of the visuals, provides instructional objectives, major concepts and generalizations, a glossary, and activity ideas for teaching the basics of home insurance. All aspects of the topic are covered, from an introduction on how insurance works to a description of specific policies and perils. The running time of the presentation is about twelve minutes. A well-produced kit that would prove useful with educational audiences. sh-a

HG 9970 H44 Y7 368.1
1. Insurance

YOU AND YOUR RIGHTS: A PRACTICAL GUIDE FOR ALL CANADIANS (Book) Reader's Digest, c1980. 639p. D

In this book, the rights and recourses of individuals in Canada are explained in simple, everyday language. Your rights as a citizen, a consumer, at home, work, leisure, and on the road are presented in detail. Other chapters cover rights in the family, in financial matters, and to social security. How to conduct effective complaining constitutes the final chapter complete with addresses of appropriate agencies. sh-a

JS 335 Y8 340.0971
1. Law - Canada

YOU AS A CONSUMER - LATER (Transparencies)

see
Transparencies for General Business for Everyday Living (Transparencies)

YOU AS A CONSUMER - NOW (Transparencies)

see
Transparencies for General Business for Everyday Living (Transparencies)

YOU AS A WORKER AND A CITIZEN (Transparencies)

see
Transparencies for General Business for Everyday Living (Transparencies)

YOU CAN'T GET SOMETHING FOR NOTHING (Audiorecord) by Lester C. Worden. Ad-Tapes, n.d. cass., 20 minutes. (Speaking of Marketing) B

A single narrator discusses and illustrates common consumer swindles. Specific fraud schemes give way to general warnings about health insurance, investments, charities, and educational schemes. General guidelines on how consumers may protect themselves from deception are given throughout, and summarized in conclusion. References to U.S. laws and resource materials, plus a dull presentation limit the tape's usefulness. sh-a

HC 79.C6.W89 364.163
1. Fraud

YOU THE CONSUMER (Book) by Grace Daw and John Beatty. Wiley, c1975. 288p. B, Teacher's manual A

Presents an overview of consumer concerns including planning, buying, borrowing, protecting, investing and sharing. It provides clear definitions of terms, excerpts from current publications, samples of various forms, opinionnaires, appealing illustrations and many suggested activities to help students apply what they have learned. Information is presented in a manner that is meaningful and relevant to Canadian high school students. sh

TX 335.D32 640.73
1. Consumer Education

YOU THE CONSUMER (Kit) Society for Visual Education (Moyer Vico), c1974. 4 fs., 2 cass., tg. Approx. $200

The kit covers marketing analysis; the influence of advertising and the relationship among production, advertising and consumption. Information is presented through short dramatizations, photographs and varied narration. ue-jh

HC 79.C63.Y8 338.52
1. Marketing 2. Advertising

YOUR BUSINESS MATTERS: A GUIDE FOR INDEPENDENT BUSINESS (Booklets) Royal Bank of Canada, c1975. 12 booklets. B

Aimed at the person considering an independent business venture, 12 booklets cover the topics listed below. Text, charts, sample forms and checklists explain what is involved in each phase of business operation. The information may be useful for business education and marketing classes.

Contents: Pointers to profit
Exporting/Importing
Financial reporting and analysis
The independent business way
Control over direct costs and pricing
Taxation
Credit management of financial assets
Management of liabilities and equities sh-a

HF 5071.Y7 658.022
1. Business

YOUR CANADIAN LAW: LEGAL AND BUSINESS RIGHTS FOR EVERYONE (Book) by Arthur B. Wilkinson. Hodder & Stoughton, c1979. Rev. ed. 112p. A

Principles underlying Canadian law and practice have been summarized to help the reader be knowledgeable about Canadian legalities. A chapter is devoted to the commercial law of Quebec. Definitions of business and legal terms are given in the text and in a detailed glossary at the end. sh-a

KE 387 W65 340.0971
1. Law - Canada

YOUR MONEY: HOW TO MAKE THE MOST OF IT! (Book)
Robert H. Catherwood. Maclean-Hunter Ltd., c1978.
3rd ed. 151p. B

Written by an associate editor of The Financial Post, this easy-to-read guide covers all aspects of personal finance - budgeting, purchasing a home and a car, credit, warranties, savings and investments, insurance, wills and estate planning. Cartoons and dark print headings break up the text. Agencies listed; institutions, programs and laws referred to; and statistics cited are all Canadian. Information is introductory, but accurate, up-to-date and well-explained. A good reference for business education and home economics courses. Not indexed. sh-a

🍁

TX 326.C28.Y8 332.024
1. Finance, Personal

YOUR MONEY MATTERS: A GUIDE TO PERSONAL FINANCE
FROM THE PAGES OF THE WALL STREET JOURNAL (Book)
by Donald Moffitt, (ed.). Dow Jones Books, c1979.
219p. A

Based on a weekly feature of the Wall Street Journal, this book collects the most relevant of the articles on personal finance printed between 1976 and 1979. These articles, with revisions where necessary to lend currency and clarity, are organized in seven sections, each dealing with a major topic such as financial planning, insurance, investment, or household spending and saving. The newspaper article format and the lack of an index make this collection of little value as a teaching resource, although it might be added to the school library collection for supplementary reading. sh-a

HG 179 M56 332.024
1. Finance, Personal

YOU'RE THE BANKER: A SIMULATION GAME OF MONEY
AND BANKING IN OUR ECONOMY (Game) Office of
Public Information, Federal Reserve Bank of
Minneapolis, c1973. Varied C

1-5 teams of 2-30 players are given experience in making the decisions a banker makes. The game consists of 3 rounds which produce an inflationary, recessionary, and leveling off in the bank's finances. Playing time involves 3 or 4 periods of 50 minutes. The game introduces the U.S. banking system, and round three explains the role of the Federal Reserve Board. A well-done simulation, but of limited value for Canadian students. jh-a

HG 1581.Y7 332.1
1. Economics
2. Banks and Banking

YOUTH AND THE MEDIA MARKETING (Kit) Universal
Education and Visual Arts (Scholar's Choice),
c1975. 4 fs., 4 cass., tg. Approx. $75

Reveals what goes on behind the scenes in the marketing process to give viewers the information needed to form smart consumer habits. Filmstrip topics are: the evolution of advertising media and ethics; the procedures and people involved in marketing techniques; the motivation of teen-age consumers; and consumer action. jh-sh

HF 5832.Y8 659.1
1. Advertising 2. Youth as Consumers
3. Marketing

YOUTH HEALTH AND LIFESTYLES (Booklet) by Marianne
Weston. Saskatchewan Health, c1980. 43p. Free

The results of a survey of approximately 700 never married 15-19 year old Saskatchewan young people concerning health issues and problems are presented in this report of research in progress. The completed research will supply information to develop long-range plans for future health services. Statistics are discussed in the text and shown in tables. Teachers and parents will find the discussions informative and are encouraged to forward comments to the research team. sh-a

HF 5429.6 W3 371.7
1. Health Education

THE YOUTH MARKET (Videorecord)

see
The Complete Consumer Series

TX 335.AL1.C73.V.9
1. Advertising
2. Youth as Consumers

16 MM FILMS

BUDGETING FOR THE BIRDS (Film) Royal Bank of Canada, c1974. Colour 10 minutes.

A conversation starter for the topic of budgeting. Hector and Isabel Bird begin as old-fashioned, penny pinching, budget addicts and change into a freer spending, modern young couple. Narration emphasizes that budgeting doesn't have to be confining, but rather allows you to choose your lifestyle and plan for it. Audiences will be amused by this intentionally unrealistic, humorous presentation, but teachers will have to provide information on how to budget to accommodate varying lifestyles. jh-a

CAF 131
1. Budgets, Personal

BUY, BUY (Film) Gordon Watt, c1973. Colour 20 minutes.

The techniques used in the making of television commercials are the subject of this film. The men who make commercials discuss the simulation - and distortion - of reality, the creation of fantasy, and the art of persuasion. The film reveals the array of resources used in television advertising - time, money, talent, professional and technical skills - all to persuade consumers to buy. An excellent film. Video tape copies available from ACCESS Alberta. jh-a

CAF 114
1. Advertising 2. Television

BUYING A USED CAR (Film) Alberta Consumer and Corporate Affairs, c1977. Colour 12 minutes.

People can often avoid problems associated with the purchase of a used car. Authentic case studies outline the importance of deciding what you need and can afford before touring the used car lots. Significant check points are outlined for conducting a general on-the-lot inspection, checking for liens and arranging financing. sh-a

CAF 137
1. Automobile Purchasing 2. Used Cars

CHOOSING WHAT TO BUY (Film) Visual Education Centre, c1978. Colour 15 minutes.

The film centers around the story of a boy named Buzz, who finds a quarter laying in the street and asking the advice of his friends in deciding what to do with it. A teacher's guide with discussion questions, activities and duplicating masters is included. Utilizing puppets, animation, and live mime, this film uses a series of humorous vignettes to introduce and discuss money management and making consumer decisions. pr

CAF 149
1. Shopping

THE CONSUMER (Film) Alberta Consumer and Corporate Affairs, c1976. Colour 10 minutes.

This film describes aspects of The Unfair Trade Practices Act. The act aims to protect consumers from being treated unfairly when buying goods or services, and protect honest businessmen from unfair competition. Several situations which consumers could be caught in are illustrated, and then an explanation of how the act protects the consumer is presented. Consumers are counselled to contact Alberta Consumer and Corporate Affairs when problems arise. Video tape copies available from ACCESS Alberta. jh-a

CAF 127
1. Consumer Protection - Canada

THE CONSUMER AND THE SUPERMARKET (Film) Barr Films, Gordon Watt Films Colour 15 minutes.

This film presents basic nutrition information regarding the four food groups and the nutrients necessary for good health. It ties this information to supermarket shopping guidelines. It explains how stores use labelling, packaging, store lay-out and design, and advertising to promote impulse buying and increased sales. The film, a combination of narration and interview, is poorly organized and makes poor use of the film medium. While content level is upper elementary, the film would not appeal to this age level, nor does it address any other particular audience. Teachers must preview this film before showing and prepare viewers to watch for desired information. ue-jh

CAF 130
1. Supermarkets
2. Nutrition

CONSUMER COMPLAINTS: THE RIGHT WAY (Film) Omega Films Ltd., n.d. Colour 11 minutes.

The vignettes in this film demonstrate how to properly register complaints and therefore obtain satisfactory results. Examples show consumers handling problems with a portable radio, record, garbage disposal unit, and roofing on a house. We are shown how to make a successful telephone call and how to write a good complaint letter. American agencies are given to contact for consumer complaints although Canadian counterparts do exist.

CAF 152
1. Complaints (Retail Trade)

THE CONSUMER GAME (Film) International Tele-films, c1973. Colour 20 minutes

Arte Johnson provides the viewer with pointers on how to win the consumer game in the supermarket. He discusses the concepts of comparison shopping, unit pricing, convenience packaging, financing, labelling, guarantees, and national standards. His brief explanations are illustrated by film clips of realistic situations involving supermarket shoppers. The film is highlighted by a musical background and a theme song suggesting that the consumer shop around and think before he buys. Video tape copies available from ACCESS Alberta. jh-a

CAF 108
1. Shopping 2. Supermarkets

CONSUMER POWER - ADVERTISING (Film) Holt, Rinehart, c1971. Colour 22 minutes.

Ralph Nader, well-know consumer advocate, and Ted Factor, advertising executive for Volkswagon, present opposing sides of the advertising debate. Nader attacks the goals and techniques of advertising while Factor defends advertising's purpose and function. Nader cautions consumers to be aware of advertising's persuasive techniques, and to compare similar products before buying. A western-rock theme song about consumer power breaks up the interview-lecture format of the film. This open-ended film encourages discussion about the morality of advertising, the role of consumer protection agencies and individual action. A short synopsis and discussion questions are included. sh-a

CAF 102
1. Advertising

CONSUMER POWER - CREDIT (Film) Holt, Rinehart, c1973. Colour 20 minutes, 30 seconds.

Consumer advocate Ralph Nader, a psychoanalyst, and a bank executive present three points of view about Americans' use of credit. The benefits and dangers of credit are defined by these men and by consumer interviews. Two ex-collection agents warn viewers about possible dangers in refinancing, consolidation loans and businesses that carry their own contracts. The film concludes by considering credit's effect on a person's freedom as an individual and a citizen. A western song about consumer power introduces the film, and the content is strengthened by the variety of people interviewed. Objectives and suggestions for follow-up discussions are included. jh-a

CAF 103
1. Credit

CONSUMER POWER - WHISTLE BLOWING (Film) Holt, Rinehart, c1973. Colour 23 minutes.

In this film, consumer advocates Ralph Nader and Robert Townsend make a case for ethical whistle blowing as a form of individual action against public abuses by large organizations. Stories of two whistle blowers who fought for the common good against two of the nation's biggest corporations are also told. Nader and Townsend contend that whistle blowing is a new form of patriotism. They talk directly to young people about loyalty to organizations, obligation to their private consciences and public concern. jh-a

CAF 123
1. Consumer Protection 2. Industry - Social Aspects

CONSUMER SKILLS: BUYING FOR IMMEDIATE USE (Film) Coronet, n.d. Colour 13 minutes, 30 seconds.

This film encourages students to discover reliable sources of consumer information for evaluating such important factors as weight, ingredients, packaging and craftsmanship before making purchases. We follow three young consumers as they make everyday purchases in food, clothing, drug and variety stores. Students observe alternative purchasing decisions and are encouraged to consider whether or not purchases were made wisely. The film stresses the importance of looking for quality, price and service when making a purchase and of considering individual priorities and product information in order to make sound and satisfying purchases. jh-sh

CAF 128
1. Shopping

CONSUMER SKILLS: BUYING ON CREDIT (Film) Coronet, n.d. Colour 12 minutes, 30 seconds.

In this film three young men discuss the advantages and disadvantages of credit buying and consumer loans. Rob talks about applying for an installment loan. He has learned the three C's of credit - his character, his collateral or security for the debt, and his capacity to repay the loan. Irv recalls the mistakes he made in over-using his bank credit card. Gene has had little experience with credit and he weighs the pros and cons of a department store charge account. The film introduces such terms as finance charges, bank loans, down payments, interest and installment payments. A brief guide provides objectives and suggests discussion questions for the actual screening session. jh-sh

CAF 129
1. Credit 2. Installment Contracts

CONSUMERISM: LET THE SELLER BEWARE (Film) Hobel Leiterman Productions, c1972. Colour 22 minutes.

This film is a segmented interview with Ralph Nader that highlights present and future issues facing consumers: automobile safety, pollution, faulty products, the quality and safety of food, and mechanisms for enforcing consumer laws. sh-a

CAF 121
1. Consumer Protection

A CREDIT CARD BOUQUET (Film) Communications Group West, c1973. Colour 10 minutes, 30 seconds.

Jonathan, a flower peddlar, takes a look at the credit experiences of his customers. A young salesgirl, a construction worker, a wise shopper, and an impulsive buyer describe their experiences with various lending institutions - banks, retail stores, credit unions, car agencies and savings and loan offices. The "friendly flower peddlar - likeable consumer" combination sometimes confuses rather than clarifies the points made. Information on how to cope with each credit situation or its general consumer education implications are not always forthcoming. However, Jonathan and his friends are interesting and the film is a useful introduction to credit. A brief synopsis, list of objectives, questions and answers are included. jh-a

CAF 101
1. Credit

THE CREDIT SQUEEZE (Film) Ontario Ministry of Consumer and Commercial Relations. Delisle, c1976. Colour 5 minutes.

A humourous story, sung to a catchy tune, tells the plight of a newly married couple who get too deeply in debt by using credit. Buying on credit when there isn't enough money to meet the bills causes marital problems for the pair. The film is a good introduction to a unit on credit. jh-a

CAF 148
1. Credit

DOWN TO EARTH: CITY LIVING (Film) Pyramid Films. International Tele-film, c1977. Colour 18 minutes.

This film depicts ecological alternatives for urban dwellers which have been integrated into the Integral Urban House in Berkeley, California. Solar energy provides heat, the roof and yard are year-round vegetable gardens, organic waste is recycled, and poultry, bees, and other domestic animals provide food supplies. A member of the house explains the philosophy of the Integral House and the systems in operation, while sunny shots of the house, indoors and out, illustrate them. Information on the implementation and operation of the alternatives featured is introductory only. The film could be used as a springboard for more in-depth discussion and study of the concepts and alternatives introduced. sh-a

CAF 140
1. Conservation of Natural Resources
2. Ecology

FOOD FOR A SMALL PLANET (Film) Richter McBride Productions, c1975. Colour 10 minutes.

The film uses graphic scenes of starvation contrasted with western affluence and waste to emphasize our excessive consumption habits. Calls for viewers to take positive action toward alleviating the disparities between affluent and non-affluent societies. A good introduction for discussion on waste, poverty, hunger, affluence, or consumption. jh-a

CAF 141
1. Consumption (Economics) 2. Food Supply

GETTING A BETTER BUY IN A USED CAR (Film) International Tele-film, c1977. Colour 18 minutes.

The experiences of two teenage boys in purchasing their first used cars are realistically portrayed. One of the boys knows how to evaluate an automobile. He thoroughly examines and test drives his car. The other boy, however, is more concerned with owning a flashy, high-performance car, and allows an unscrupulous dealer to sell him an unreliable car in need of repairs. He eventually returns it to the dealer at a loss. The film graphically illustrates, in point-by-point style, the value of wise automobile purchasing. Lively presentation, realistic roleplaying, currency, and relevancy make the film a valuable teaching tool for youthful audiences. jh-a

CAF 145
1. Used Cars 2. Automobiles

HARRY J. WOODS IS AT THE DOOR (Film) Communications Group West, c1973. Colour 13 minutes.

Although Harry J. Woods appears to be a friendly legitimate salesman, he is really a door-to-door con man peddling illegitimate deals to unsuspecting customers. Harry describes and illustrates techniques such as the "once-in-a-lifetime deal", the "something for nothing" opportunity, the "you've been selected" ploy, and the "bait and switch" technique. In conclusion, the narrator briefly outlines precautions consumers can take to guard against salesmen such as Harry. The appeal is primarily to adults. Characterization and narration are realistic and professional. A short synopsis, objectives, and follow-up activities are included. jh-a

CAF 104
1. Salesmen and Salesmanship

HELP YOURSELF (Film) Alberta Consumer and Corporate Affairs, c1977. Colour 7 minutes, 30 seconds.

Shoppers have rights and responsibilities in the marketplace. However, lack of knowledge often creates problems and misunderstanding. A series of four case studies drawn from the files of Alberta Consumer and Corporate Affairs review the rights and obligations of consumers. Questions often arise with respect to warranties, guarantees, refund and exchange policies and contracts. Suggestions are outlined by which a shopper can be more informed before a purchase is made. jh-a

CAF 132
1. Consumer Protection - Canada

HOME IMPROVEMENTS (Film) Alberta Consumer and Corporate Affairs, c1977. Colour 10 minutes, 30 seconds.

The decision to invest money in a house is an important one. It may involve a quick "touch up" or repair, or an extensive renovation. All too often home improvement projects result in headaches rather than improvements. Results should not be left to chance. Nor should the entire responsibility be placed upon the contractor. In order to turn your ideas into reality, the contractor must receive a clear idea of exactly what you want. A series of basic steps are outlined to help ensure success when contracting for a home improvement project. sh-a

CAF 133
1. House Construction

IT'S NEW... IT'S NEAT... IT'S OBSOLETE (Film) Holt, Rinehart, n.d. Colour 14 minutes, 30 seconds.

"Honest" Louie Ballou, used-car dealer, explains to us "confidentially" how fashion and gimmickry create obsolescence and how we can use commonsense to get the most for our money. Although Louie makes us laugh, the implications of the film are complex. This film is a vivid springboard for discussion of the concepts of fashion, gimmickry, obsolescence, and value for the consumer. jh-a

CAF 122
1. Advertising 2. Marketing

JUST PENNIES A DAY (Film) University of Wisconsin, c1973. Colour 4 minutes.

A realistic role-playing situation involving a young married couple and the infamous encyclopedia salesman. The salesman illustrates various sales tactics such as the phoney gimmick, the "free gift offer", the "once-in-a-lifetime" deal, and the "I'm a canvasser" cover-up. In conclusion, the characters outline the sales tactics demonstrated and the expensive consequences of falling prey to them. The colour is vivid and clear, the situations realistic and relevant to consumers, and the brevity of the film enhances the points made and eliminates boredom. jh-a

CAF 105
1. Salesmen and Salesmanship

KILLING US SOFTLY: ADVERTISING'S IMAGE OF WOMEN (Film) Kinetic Film Enterprises, c1979. Colour 28 minutes.

This is a film of a presentation given by Jean Kilbourne about the psychological and sexual themes in advertising campaigns directed towards women. The speaker uses ads from a variety of media to demonstrate the manipulations that advertisers use to sell cosmetics, hygiene products, drugs, and other consumer items. Listeners are encouraged to be aware of the stereotyping present in gender advertising. The techniques used in selling products should be taken seriously as a powerful form of cultural conditioning. American consumer groups who are protesting this type of advertising are identified for the audience. sh-a

CAF 153
1. Advertising - Psychologial Aspects

MANAGING YOUR MONEY (Film) Gordon Watt Films, c1979. Colour 22½ minutes.

This film focuses on the problems of management of personal finances when you receive your first paychecks. Mr. C. C. McMoney represents the temptation to overspend and to use credit unwisely. Payroll deductions, how to balance a checkbook, and how to shop around are also covered in this short story demonstrating a young person learning how to handle money properly. This presentation is also available as a filmstrip/cassette version in Section Two of the kit, Making it on your own. jh-sh

CAF 151
1. Finance, Personal
2. Youth as Consumers

THE MIDDLEMAN (Film) Toronto Stock Exchange, n.d.
Colour 13 minutes, 30 seconds.

Explores the role of a broker at the Toronto Stock Exchange. An actual broker and his clients are used to show the broker at work, as well as outline what a consumer should expect of his broker. A career as a stock broker is discussed. The film is realistic and informative. Scenes of the Toronto Stock Exchange trading floor and the actual telephone contacts of the broker are exciting. One of three films in a series on the Toronto Stock Exchange. sh-a

CAF 142
1. Brokers 2. Stock Exchange

THE MONEY TREE (Film) International Tele-films, c1971. Colour 20 minutes.

Many young people never consider the impact economic pressures can have on their futures. This film is an attempt to put the student into an emotional situation where he or she can identify with the pain and reality of debt problems in marriage. It traces the story of one young couple whose financial difficulties eventually lead to the break-up of their marriage. The underlying message is the need for a sound budget and careful use of credit. Video tape copies available from ACCESS Alberta. sh-a

CAF 109
1. Credit 2. Family Life Education

ON YOUR OWN (Film) Gordon Watt Films, c1979.
Colour 21 minutes.

This documentary-style film features interviews with four young people who discuss their personal values and individual lifestyles. The occupations represented are: traffic reporter/pilot, dory fisherman, personnel officer, and policewoman. It is stressed that the individual must learn to be responsible for him/herself and be prepared to learn from good and bad decisions. Discussion questions are provided on the film can lid. This presentation is also available as a filmstrip/cassette version in Section One of the kit, Making it on Your Own. jh-sh

CAF 154
1. Values
2. Vocational Guidance

THE OWL WHO GAVE A HOOT (Film) International Tele-films, c1967. Colour 15 minutes.

Consumer fraud information is presented in an original fashion. Colourful cartoon animal characters represent fraudulent salesmen, story cartoon clips illustrate possible fraudulent deals, and lively rock-n-roll music points out the consequences of these deals. Examples of the consumer frauds illustrated are door-to-door salesmen who leave things on approval, deceitful used car salesmen, the overpriced neighbourhood grocer, and the high interest loan shark. Despite the cartoon format, only older viewers will appreciate and understand hidden facts and the film's wit. Although aimed at lower income consumers, the film is relevant to consumers of any income level. Video tape copies available from ACCESS Alberta. jh-a

CAF 110
1. Fraud 2. Salesmen and Salesmanship

PAY LATER (Film) Paulette Productions, c1970.
Colour 5 minutes.

In a lively and catchy cartoon format this short film illustrates how credit, if used unwisely, can exact a costly price toll. Aimed primarily at the young consumer who is turned on to the power of credit for the first time, it illustrates how the unwary borrower and unscrupulous credit grantor can combine to ruin the life of the imprudent consumer. The potential perils of credit, impulse shopping, and unwary purchasing, are emphasized. Two grade 12 students from Ottawa produced the film, using music written and performed by a student rock group. Video tape copies available from ACCESS Alberta. jh-a

CAF 115
1. Credit

PROMISES (Film) International Tele-films, c1978.
Colour 21 minutes.

Stacey Keach narrates this film which explores the various tactics used in advertising. Techniques include intrusiveness, slogans, demonstrations, interviews, implied promises, authority figures and fear tactics. A brief discussion is also provided on how commercials stereotype people according to sex and age; how advertising is used in political campaigns; and how the consumer can counteract offensive advertising. Each of the tactics described is introduced by a mime actor and a show card. A humorous advertisement follows which illustrates and often explains the technique. These sample ads can be easily related to commercials seen everyday. Keach then summarizes the technique and adds information on how it is developed and why advertisers use it. The film is well-paced and follows a logical progression. Teachers and leaders requiring information on advertising techniques will find it both informative and entertaining. jh-a

CAF 146
1. Advertising

READ BEFORE YOU WRITE (Film) Marlin Motion Pictures, c1972. Colour 6 minutes.

Installment buying can be a convenience for people who know what they are doing. The situation presented in this film is that of a young couple who consider buying a television on an installment purchase. The viewers learn with the couple the do's and don'ts of contract buying. The film is highlighted with a lively musical introduction and ending, and clear, colourful pictures. sh-a

CAF 107
1. Installment Contracts

SEEING THROUGH COMMERCIALS (Film) Vision Films, n.d. Colour 15 minutes.

Fictitious T.V. commercials for fictitious products with appeal for children are used to demonstrate how sound effects, camera angles, lighting, and advertising disclaimers are employed to sell products. The film concludes with a commercial simulation featuring many of the techniques demonstrated in the film. Students must analyze how and why the techniques are used. Aimed at students age 8-13, the film is an entertaining introduction to T.V. advertising and will challenge children and older viewers to critically evaluate T.V. commercials. Some of the advertising legislation applies to the U.S. only, but this does not detract from the film's value. A brief study guide is included. ue-jh

CAF 147
1. Advertising

SIX BILLION DOLLAR SELL (Film) Films Incorporated, c1976. Colour 15 minutes.

Attempts to develop an awareness in children and young adults of various advertising techniques - word games, giveaways, promises, and brand loyalty for example. Actual commercials, dramatized commercials, young adult narrators, and a children's discussion group examine advertising techniques in an interesting, active presentation. This excellent film has applications in many subject areas at all grade levels. ue-a

CAF 138
1. Advertising

SOMETHING BORROWED, SOMETHING BLUE (Film) ACCESS, c1980. Colour 28 minutes.

In this film, a young couple Mike and Nicole move to Calgary and through a series of poor budgeting and poor purchasing decisions due to unrealistic goals and peer pressure, find themselves in debt. The film shows the personal problems that are caused by financial mismanagement. The film is a good motivational tool for discussion of financial decisions and consumer lifestyles. sh-a

CAF 150
1. Credit
2. Budgeting

SPEND, SPEND (Film) Holt, Rinehart, c1975. Colour 11 minutes.

A young boy spends his earnings on an iridescent green model sports car which he has seen advertised. He assembles it, tries it out, and is very disappointed when it falls to pieces. Discouraged he asks the garage mechanic for advice and gets it: "Put it in a box and send it back ...". Excellent characterization and the use of one dramatic situation will stimulate discussion among children about advertising pitfalls, consumer action alternatives, and decision-making with regard to spending savings. For use with students in grades 4-7. ue-jh

CAF 120
1. Advertising
2. Shopping

STANDARDS ARE FOR LIVING (Film) Standards Council of Canada, n.d. Colour

Explains what standards are, why we need them, and how they are developed. How consumers can influence standards, the advantages of standards, and the use of metric standards are discussed. Shots of researchers, standards committees, product testing and actual products in use combine with good narration to make this an interesting, informative film. jh-a

CAF 139
1. Standardization - Canada

TAKIN' CARE OF BUSINESS (Film) Alberta Consumer and Corporate Affairs, c1977. Colour 10 minutes, 15 minutes.

Takin' Care of Business was developed as a motivational tool for use by educators to assist individuals in developing an awareness of the need for money management. The package was designed for use with young adult audiences such as pre-marriage groups. Fast paced music and glossy visuals are modelled on the advertising techniques which seek to persuade young adults to buy now, pay later. Outlines are included for several group exercises. Two complete discussion guides outline presentations on: 1. A Rationale for Budgeting and 2. The Mechanics of Budgeting. jh-a

CAF 135
1. Budgets, Personal

THIS IS FRAUD (Film) Marlin Motion Pictures, c1972. Colour 8 minutes.

Short film clips demonstrating various fraud situations - bait and switch, verbal promises, a heavy finger on the weigh scale - are presented. After each clip the narrator, the head of California's Consumer Protection Division, describes the methods of recourse - trade association offices, small claims court, licensing bureau and the legal aid society. As this film is brief, to-the-point, and interesting, it is an excellent motivational device for further discussion about consumer fraud and consumer protection agencies. sh-a

CAF 113
1. Fraud 2. Consumer Protection

THOSE MAIL ORDER MILLIONS (Film) Pyramid Films International Tele-Film, c1976. Colour 10 minutes.

Grandma Gulley becomes involved in a mail-order employment scheme whereby she buys salt and pepper shaker sets, decorates them and tries to sell them through the mail. Her efforts and cash outlay are detailed, as are her rewards - no sales. She then relives the experience by going to a consumer agency, checking out the mail-order company, and deciding against the scheme. Actors pantomime the situation using props and painted backdrops, while a narrator supplies dialogue and commentary. This busy presentation is sarcastic and amusing, but irritating at times. It does serve to illustrate the dangers inherent in mail-order schemes, and cautions prospects to investigate schemes before committing time and money to them. sh-a

CAF 143
1. Mail-order Business

TOMMY'S FIRST CAR (Film) Marlin Motion Pictures, c1972. Colour 11 minutes.

Rambling background music, flashes of a car junk pile, and other scenes introduce this film about cars. Statistics about car buying highlight these flashes and catch one's interest. U.S. statistics and scenes are also relevant to the Canadian viewer. Then Tommy, a teenager about to buy his first car, learns to evaluate a car's condition. A mechanic also checks the car for immediate repairs and probable life. Tommy, and the viewer, armed with the facts, costs, and understanding, are ready to make intelligent decisions about used car buying. A brief study guide is included. sh-a

CAF 111
1. Automobile - Purchasing 2. Used Cars

URBANISSIMO (Film) Marlin Motion Pictures, n.d. Colour 7 minutes.

A travelling city roams the country-side enticing rural inhabitants to it. Consuming resources at will, it discards its waste and people with no regrets and moves on for more. With effective animation, the film focuses attention on industrialization and urban problems, as well as preservation of natural resources. jh-a

CAF 119
1. Conservation of Natural Resources
2. Urbanization

USE IT, USE IT UP (Film) International Tele-film, c1974. Colour 10 minutes, 33 seconds.

A sophisticated, effective presentation on waste. Nature is used to demonstrate how resources should be used and the waste returned to be recycled. Modern man does not do this, as evidenced by the consuming Jumbleall family. The Livingwell family does try to use up all it purchases and then reuse or recycle packaging and waste. The film also shows how communities, industry and government can recycle waste. U.S. statistics and California projects are used, but the quality of the production and the positive examples of how waste can be controlled make the film valuable for Canadian audiences. sh-a

CAF 144
1. Conservation of Natural Resources
2. Recycling (Waste, etc.)

WHY CONSUMER EDUCATION? (Film) Alberta Consumer and Corporate Affairs, c1977. Colour 12 minutes, 30 seconds.

All of us are consumers. We choose, buy, use and maintain goods and services. Consumer education is concerned with a broad range of issues. In presenting a rationale for consumer education, this twelve minute teaching package examines the scope, diversity and relevance of consumer education content. sh-a

CAF 134
1. Consumer Education - Study and Teaching

WHY WE USE MONEY (Film) Marlin Motion Pictures, n.d. Colour 10 minutes.

This amusing story of an ingenious fisherman introduces the basic concept of money and explains why it replaced barter. After he goes through several trades to exchange his fish for a knife he devises the idea of a specific item for trading. pr-ue

CAF 118
1. Money

WISE AND RESPONSIBLE CONSUMERSHIP (Film) Centron Education Films, c1973. Colour 13 minutes, 30 seconds.

The narrator slowly and simply outlines various aspects of wise buying. Impulsive buying, bait and switch, label reading, and comparison shopping are discussed. A final situation involving the purchase of a mechanical/electrical product illustrates the need to check total costs, guarantees, and the availability of parts before purchasing. The film is up-to-date and applicable to Canadian audiences. Elementary age levels could identify with both the characters and situations portrayed. An excellent leader's guide is provided. ue-jh

CAF 116
1. Shopping

YOU, IRRESISTABLE YOU (Film) Marlin Motion Pictures, c1975. Colour 11 minutes.

Marshall Efron presents a spoof on advertising and some of the methods used in sensitizing consumers to a need for products. Efron demonstrates male cosmetics and grooming aids whose advertisements claim they are essential for the "total man" to be virile, suave, and manly. He relates his experiences with deceptive advertising when buying a water bed, and dejectedly points out that although the "now" people in advertising promised a glamorous, cool image that would attract the ladies, he never did get a playmate. Colour is clear and realistic, and the quality of sound is good. The spoof is an effective way of presenting information about the techniques used by advertisers to create in people a desire for products. sh-a

CAF 126
1. Advertising - Psychological Aspects

YOUR CREDIT IS GOOD UNFORTUNATELY (Film) Pyramid Films, c1976. Colour 10 minutes.

Offered alluring bargains by a seemingly genial salesman, a recently married couple purchase many household goods on credit and later discover what can happen when monthly installments approach the limits of earnings. Actors pantomime the situation with a few props and painted backdrops, while a narrator provides dialogue and commentary. The sarcastic, busy nature of the presentation is amusing but tiring to watch. A good introduction to the use of credit. sh-a

CAF 136
1. Credit

PERIODICALS

CSA AND THE CONSUMER (Periodical) Canadian Standards Association. 3 issues per year. Free

This guide is published by the Canadian Standards Association, which is concerned with the consumer and his safety. CSA has written standards for electrical appliances and other industrial and consumer items. They test items and only those products which meet precise requirements are permitted to bear the CSA symbol. This newsletter reports on new developments such as the adoption of the metric system, new standards in the general realm of safety, and it advocates safe practices in the use of appliances and equipment.

1. Standardization - Canada

CANADIAN CONSUMER (Periodical) Consumers' Association of Canada. Bi-monthly. $10.00

Published by the CAC, this magazine is an excellent source of Canadian consumer information. It contains reports on tests conducted on a wide variety of merchandise. Products are rated according to performance, quality, safety and cost. It also reports on consumer legislation and on the CAC's activities on a federal and provincial level. An index to the previous year appears in the February issue. Also indexed in *Canadian Periodical Index*. Available in French.

1. Consumers' Association of Canada
2. Shopping

CHANGING TIMES: THE KIPLINGER MAGAZINE (Periodical) Kiplinger Washington Editors. Monthly. $17.50

A useful magazine furnishing consumers with basic money-making and money-saving advice in an easy-to-follow fashion. *Changing Times* is not a product rating magazine, but most of its articles discuss some aspect of consumerism. A wide range of topics are covered including budgeting, insurance, credit, food, automobiles and retirement. A regular column replies to consumer queries and another, "News Behind the Ads" discusses advertising strategy. A cumulative index for the year is printed in the December issue. Indexed in *Reader's Guide*.

1. Finance, Personal 2. Shopping

CONSUMER EDUCATION FORUM (Periodical) American Council on Consumer Interests. 3 issues per year. Free

Consumer Education Forum is one of the official publications of the American Council on Consumer Interests. This four-page newsletter is a chatty exchange of ideas and activities for use in consumer education classes below the college level. It communicates information on youthful consumer activities, presents interesting articles, and suggests activities and games.

1. Consumer Education - Study and Teaching

CONSUMER REPORTS (Periodical) Consumers' Union of the United States. Monthly. $13.00

The best-known of the consumer buyers' guide, this magazine provides test reports and ratings on a wide variety of products. Brands are rated for quality and those appreciably superior are "check-rated". Accompanying articles provide a detailed description of brand features. Reports and comments on a variety of consumer issues and the activities of government and independent consumer organizations are included. Each issue contains a cumulative index for the previous eleven months. The December issue is the *Annual Buying Guide*, a compendium of product text reports and buying information.

1. Shopping

CONSUMERS' RESEARCH (Periodical) Consumers' Research, Inc. Monthly. $17.00

Consumers' Research is an independent, nonprofit organization supported by the consumers who buy its publications. The primary aim of this periodical is to present the results of laboratory and other tests on a wide range of consumer goods and services. There are also discussions of broader issues affecting the consumer. Regular columns include Tips for consumers, The Legal corner, Consumers' Observation Post, and Recorded music in review. Each issue contains a cumulative index for the previous eleven months.

1. Shopping

EVERYBODY'S MONEY (Periodical) Credit Union National Association. Quarterly. $2.50

The Canadian edition of this periodical provides useful information to help with money management. It presents informative articles written by experts on topics such as budgeting, housing, insurance and more. Regular features include the complaint ledger, book reviews, and "Brief Case", which contains brief topic discussions, often with accompanying address for further information. It also includes a reader's reply column and lists of useful publications.

1. Finance, Personal

MARKET HIGHLIGHTS (Periodical) Alberta Consumer and Corporate Affairs Research Section. Monthly. Free

A monthly bulletin which summarizes data collected by the research section of the Alberta Consumer and Corporate Affairs. Information is reported under five headings - Primary Industry; Secondary Manufacturing; Services; Government and Miscellaneous. These categories contain brief forecast reports, price reports and other information on topics from agriculture, appliances, insurance, and utilities to merchandising. An alphabetical index to topics is prepared quarterly.

Interesting current information regarding the Alberta and Canadian marketing situation.

1. Marketing

MARKET SPOTLIGHT (Periodical) Alberta Consumer Affairs Research Section. Monthly. Free

A sister publication to Market Highlights, this periodical presents a more detailed discussion of a single, commonly-purchased item, or other consumer topics. Creditworthiness, moving, standards, sailboats, and registered retirement savings plans are examples of topics covered. Four or five page stapled articles, those could easily be used as vertical file material. How-to information and sources of additional information are current and Canadian.

1. Shopping

PENNY POWER (Periodical) Consumers' Union of the United States. Bi-monthly. $9.00

This is a "Consumer Reports" magazine just for children between the ages of 8 and 12. Reports of product testing and services available are given for items of interest to this age group. Stories, comics, games and puzzles are used to provide readers with the latest consumer information. For a minimum order of ten, a special subscription price is available to schools which includes activity guides.

1. Shopping
2. Consumer Education - Study and Teaching

SOURCES OF FREE AND INEXPENSIVE MATERIALS

ALBERTA

Alberta Department of Agriculture
Print Media Branch
9718 - 107 Avenue
EDMONTON, Alberta
T5K 2C8

Alberta Consumer and Corporate Affairs
Box 1616
EDMONTON, Alberta
T5J 2N9

For your information, regional offices of the Alberta Consumer and Corporate Affairs are located in the following places:

Alberta Consumer and Corporate Affairs
Calgary Regional Office
Box 5880, Postal Station "A"
222 Centre 70
7015 Macleod Trail South
CALGARY, Alberta
T2H 2M9

Alberta Consumer and Corporate Affairs
Edmonton Regional Office
3rd Floor, Capilano Centre
9945 - 50th Street
EDMONTON, Alberta
T6A 0L4

Alberta Consumer and Corporate Affairs
Fort McMurray Regional Office
9809 Main Street
FORT MCMURRAY, Alberta
T9H 1T7

Alberta Consumer and Corporate Affairs
Lethbridge Regional Office
#501 Professional Building
740 - 4th Avenue South
LETHBRIDGE, Alberta
T1J 0N8

Alberta Consumer and Corporate Affairs
Peace River Regional Office
Peace River Provincial Building
9621 - 96th Avenue
PEACE RIVER, Alberta
T0H 2X0

Alberta Consumer and Corporate Affairs
Red Deer Regional Office
Box 5002
4920 - 51 Street
RED DEER, Alberta
T4N 5Y5

Alberta Home Mortgage Corporation
Public Relations
#500, 10050 - 112 Street
EDMONTON, Alberta
T5K 2J1

Alberta Housing Corporation
Public Relations
#700, 10050 - 112 Street
EDMONTON, Alberta
T5K 2J1

Alberta Safety Council
10526 Jasper Avenue
Suite 201
EDMONTON, Alberta
T5J 1Z7

(Distributes Canada Safety Council Information)

Better Business Bureau of Edmonton
600, 10240 - 124 Street
EDMONTON, Alberta
T5N 3W6

Edmonton Power
Customer Services
6th Floor
Centennial Library
EDMONTON, Alberta
T5J 2C3

Legal Resource Centre
University of Alberta Extension
10047 - 81 Avenue
EDMONTON, Alberta
T6E 1W7

Rural Education and Development Association
9934 - 106 Street
EDMONTON, Alberta
T5K 1C4

CANADA

Association of Canadian Financial Corporations
21 St. Clair Avenue East
Suite 1001
TORONTO, Ontario
M4T 1L9

Canada Department of Agriculture
Information Division
Agriculture Canada
OTTAWA, Ontario
K1A 0C5

Canada Department of Consumer and
Corporate Affairs
Edmonton District Office
10225 - 100 Avenue
EDMONTON, Alberta
T5J 0A1

Canada Department of Energy, Mines and
Resources
Information
580 Booth Street
OTTAWA, Ontario
K1A 0E4

Canada Department of Labour
Publications
OTTAWA, Ontario
K1A 0J2

Canada Department of National Health
and Welfare
Consultant, Educational Services
Health Protection Branch
Room 30, Commonwealth Building
9912 - 106 Street
EDMONTON, Alberta
T5K 1E7

Canada Department of National Revenue
Information Services
Revenue Canada, Taxation
OTTAWA, Ontario
K1A 0L8

Canadian Advertising Advisory Board
1240 Bay Street, Suite 302
TORONTO, Ontario
M5R 2A7
Attention: Suzanne Keeler

Canadian Bankers' Association
Commercial Union Tower
TORONTO, Ontario

Canadian Foundation for Economic Education
252 Bloor St. W.
TORONTO, Ontario
M5S 1V5

Canadian Life & Health Insurance
Association Inc.
55 University Ave.
TORONTO, Ontario
M5J 2H7

Central Mortgage and Housing Corporation
National Office
Montreal Road
OTTAWA, Ontario
K1A 0P7

Insurance Bureau of Canada
181 University Avenue
13th Floor
TORONTO, Ontario
M5H 3M7

Manitoba Department of Consumer and Corporate
Affairs and Environment
Consumer Affairs
10th Floor
Woodsworth Building
405 Broadway Avenue
WINNIPEG, Manitoba
R3C 3L6

Manitoba Department of Health
301 Legislative Bldg.
WINNIPEG, Manitoba
R3C 0V8

Metric Commission Canada
240 Sparks St.
OTTAWA, Ontario
K1A 0H5

A. C. Nielson Company
39 Wynford Drive
DON MILLS, Ontario

Nova Scotia Department of Consumer Affairs
Consumer Services Bureau
5151 Terminal Rd.
P.O. Box 998
HALIFAX, Nova Scotia
B3J 1A1

Ontario Credit Union League Ltd.
Education Department
180 Duncan Mill Rd.
DON MILLS, Ontario
M3B 1Z6

Ontario Ministry of Consumer and Commercial
 Relations
Communications Branch, 9th Floor
555 Yonge Street
TORONTO, Ontario
M7A 2H6

P.E.I. Department of the Provincial
 Secretary
Consumer Affairs Division
Box 2000
CHARLOTTETOWN, Prince Edward Island
C1A 7N8

Quebec Department of Financial Institutions,
 Companies and Cooperatives
Consumer Protection Bureau
6, rue de l'Universite
QUEBEC
G1R 5G8

Saskatchewan Department of Consumer Affairs
Consumer Enquiries Service
1871 Smith St.
REGINA, Saskatchewan
S4P 2N7

Saskatchewan Department of Cooperation
 and Cooperative Development
2055 Albert Street
REGINA, Saskatchewan
S4P 2T2

UNITED STATES

Consumer Information Centre
PUEBLO, Colorado
USA 81009

Superintendent of Documents
U.S. Government Printing Office
WASHINGTON, D.C.
USA 20402

U.S. Department of Agriculture
WASHINGTON, D.C.
USA 20250

U.S. Department of Energy
Technical Information Centre
P.O. Box 62
OAK RIDGE, Tennessee
USA 37830

U.S. Environment Protection Agency
Printing Management Office
PM 215
WASHINGTON, D.C.
USA 20460

U.S. Federal Trade Commission
Bureau of Consumer Protection
WASHINGTON, D.C.
USA 20460

U.S. Federal Trade Commission
Bureau of Consumer Protection
WASHINGTON, D.C.
USA 20580

U.S. Department of Health and Human Services
Office of the Secretary
200 Independence Ave. Southwest
WASHINGTON, D.C.
USA 20201

U.S. Department of Housing and Urban
 Development
WASHINGTON, D.C.
USA 20410

SUBJECT HEADING INDEX

Level Page

Additives, Food. See
FOOD ADDITIVES

ADVERTISING

See also
CATALOGUE, COMMERCIAL
CONSUMER EDUCATION
MARKETING
SALESMEN AND SALESMANSHIP

Adbox: Advertising as Literature, Education and Persuasion (Kit) jh-sh 1
The Advertisement Book (Book) jh-a 1
Advertising (Book) jh-a 2
Advertising (Booklet) jh 2
Advertising (Kit) sh 2
Advertising (Videorecord) sh-a 2
Advertising: A Great Debate (Audio tape) sh-a 2
Advertising at Work...in the Modern Marketplace (Book) sh 2
Advertising Helps Good Things Happen (Kit) tg-ue jh ... 2
Advertising in Canada: Its Theory and Practice (Book) jh-a 2
Advertising Unit: Consumer Education for Early Childhood (Book) tg-pr 2
Agency (Kit) jh-sh 3
Attitudes of Canadians Towards Advertising on Television (Book) sh-a 4
Buy, Buy (Film) jh-a 102
Can Advertisers Back Up Their Claims (Kit) jh 9
Canadian Prespectives on Sex Stereotyping in Advertising (Book) sh-a 11
Children and Advertising: A Bibliography (Book) sh-a 13
Children's Advertising: A Parents' Workshop (Kit) tg-a 13
Comparison Advertising: A Worldwide Study (Book) sh-a 15
Comparison Advertising: An Historical Retrospective (Book) sh-a 15
Consumer Power: Advertising (Film) sh-a 103
Does Advertising Lower Consumer Prices? (Booklet) sh-a 34
Doublespeak Box: Reading the Information Environment (Kit) jh-sh 35
Gender Advertisements (Book) sh-a 44
Getting Granny (Videorecord) sh-a 45
The Great American Blow-up: Puffery in Advertising and Selling (Book) sh-a 46
Hucksters in the Classroom: A Review of Industry Propaganda in Schools (Book) tg 54
Impact of Advertising: Implications for Consumer Education (Book) a 55
It's New...It's Neat...It's Obsolete (Film) jh-a 105
Kabekio and Tom Thumb (Videocassette) pr 58
The Marketplace: A Resource Kit for Teaching Consumer Education (Kit) sh 65
Persuasion Box (Kit) jh-sh 75
Promises (Film) jh-a 106
Rip-off: A Consumer Education Game (Game) jh-a 80
Seeing Through Commercials (Film) ue-jh 107

Level Page

Six Billion Dollar Sell (Film) ue-a 107
Spend, Spend (Film) ue-jh 107
The Sponsor: Notes on a Modern Potentate (Book) sh-a 84
Understanding Advertising (Kit) sh 92
Weasel Words: The Art of Saying What You Don't Mean (Book) sh-a 95
What Will You Trade for My Mind? (Audiorecord) sh-a 95
The Work of Consumption (Audiorecord) sh-a 98
You the Consumer (Kit) ue-jh 100
Youth and the Media Marketing (Kit) jh-sh 101
The Youth Market (Videorecord) sh-a 101

ADVERTISING - PSYCHOLOGICAL ASPECTS

The Clam-plate Orgy; and Other Subliminals the Media Use to Manipulate Your Behaviour (Book) a 14
Interact, Unit II (Kit) sh-a 57
Killing Us Softly: Advertising's Image of Women (Film) sh-a 105
The Mind Benders (Book) sh 67
Subliminal Seduction (Book) a 85
"What's Going on Here?" A Study of Media and Propaganda (Kit) jh-sh 95
You Irresistable You (Film) sh-a 109

ADVERTISING - SOCIAL ASPECTS

Captains of Consciousness (Book) a 11

Agreements. See
CONTRACTS

AGRICULTURE - CANADA

Canada's Prairie Wheat Game (Game) ue 9
The Harrowsmith Reader (Book) jh-a 49
Perceptions 3: Food Production in Canadian Environment (Book) sh-a 73

Agreements. See
CONTRACTS

Alberta - Law. See
LAW - ALBERTA

Arithmetic, Commercial. See
BUSINESS MATHEMATICS

AUTOMOBILE PURCHASING

Beating the Used Car Hustle (Book) jh-a 5
Buying a Used Car (Film) sh-a 102
Buying and Operating a Used Car (Kit) jh-sh 8
Canadian Used Car Guide (Book) jh-a 11
Financing and Insuring a Car (Kit) jh-sh 41
How to Buy a Car: A Former Car Salesman Tells All (Book) sh-a 52
How to Buy a Used Car (Book) jh-sh 52
The Lemon Book (Book) sh-a 61
The New Era Car Book and Auto Survival Guide (Book) sh-a 71
Tommy's First Car (Film) sh-a 108

	Level	Page
Used Car Dealers - See How They Operate (Kit)	sh	93
Wheels (Kit)	sh-a	96
Wheels and Deals: Buying Cars and Motorcycles (Kit)	jh-sh	96

AUTOMOBILES

	Level	Page
The Auto Repair Primer (Book)	sh-a	4
Chilton's Guide to Consumers' Auto Repairs and Prices (Book)	sh-a	14
Getting a Better Buy in a Used Car (Film)	jh-a	104
The Used Car Believer's Book (Book)	sh-a	92
Wheels, Deals and You (Kit)	jh-sh	96

AUTOMOBILES - MAINTENANCE AND REPAIR

	Level	Page
Auto Repair Frauds (Book)	sh-a	4
Chilton's Guide to Consumers' Auto Repairs and Prices (Book)	sh-a	14
How to Find Out What's Wrong With Your Car (Book)	jh-a	52
How to Make Your Car Last a Lifetime (Book)	sh-a	53
Lemon-Aid (Book)	sh-a	61
Most Miles Per Gallon (Book)	jh-a	70
The Time-Life Book of the Family Car (Book)	sh-a	90
Why Trade it In? (Book)	jh-a	97

Automobiles - Used Cars. See
USED CARS

Balance of Nature. See
ECOLOGY

BANKS AND BANKING

See also
CREDIT
MONEY

	Level	Page
Banking and Banking Services (Kit)	jh	4
Banking, Budgeting and Employment (Book)	jh-sh	4
Consumer Education Transparencies (Transparencies)	jh-sh	23
Coping with a Cashless Society (Kit)	sh-a	31
Forms in Your Life (Book)	jh-a	43
Money and Banking: Analysis and Policy in a Canadian Context (Book)	a	68
Money Management (Kit)	jh-sh	68
The Money Movers: What Banks Do and Why (Book)	jh	69
Personal Checking Accounts (Kit)	jh-sh	74
You're the Banker (Game)	jh-a	101

BROKERS

See also
STOCK EXCHANGE

	Level	Page
The Middleman (Film)	sh-a	106

Budgets, Family. See
BUDGETS, PERSONAL

BUDGETS, PERSONAL

See also
FINANCE, PERSONAL

	Level	Page
Banking, Budgeting, and Employment (Book)	jh-sh	4
A Budget Book and Much More: Managing Your Money, Time, Assets, Vital Records (Book)	sh-a	6
Budget - Budget? Who's Got the Budget? (Game)	ue	6
Budget Guide for Single Parents, 1979 (Book)	sh-a	6
Budgeting (Kit)	sh	6
Budgeting and Credit (Book)	sh-a	6
Budgeting for the Birds (Film)	jh-a	102
Budgeting Series (Kit)	jh-sh	6
Choices and Decisions: Becoming a Wise Consumer (Kit)	sh-a	116
Classroom Money Management Kit (Kit)	jh	15
Consumer (Game)	jh-sh	17
Consumer Decision (Game)	jh-sh	19
Consumer Education Part II: Managing Your Money (Kit)	jh-sh	23
The Family Budget Book (Book)	sh-a	40
F.L.I.P.: A Family Budgeting Simulation (Game)	sh-a	41
Guides for Family Budgeting (Book)	sh-a	48
Interact, Unit I (Kit)	sh-a	56
Keeping Family Records (Spirit Masters)	jh-sh	58
The Mechanics of Budgeting (Videorecord)	sh-a	66
The Money Jungle (Game)	pr-ue	68
Money Management (Book)	jh	68
Money Management (Book) (Contemporary Consumer Series)	sh-a	68
Payday: Where Does all the Money Go (Game)	jh	73
Payroll Deductions (Kit)	jh-sh	73
Rationale for Budgeting (Videorecord)	sh-a	79
Takin' Care of Business (Film)	jh-a	107

Building, house. See
HOUSE CONSTRUCTION

Burial customs. See
FUNERAL RITES AND CEREMONIES

Level Page

BUSINESS

See also
ADVERTISING
CREDIT
MAIL-ORDER BUSINESS
SALESMEN AND SALESMANSHIP

Handbook of Business Terminology (Book) jh-a 48
Reading and Evaluating Financial Reports (Books) sh-a 79
Talking Shop to Teenage Consumers (Book) sh 87
Your Business Matters: A Guide for Independent Business (Booklets) sh-a 100

BUSINESS - JUVENILE LITERATURE

See also
ECONOMICS - JUVENILE LITERATURE

Economy Size: From Barter to Business with Ideas, Activities and Poems (Book) ue-jh 37
How to Grow a Hundred Dollars (Book) ue 52

Business - Study and Teaching. See
BUSINESS EDUCATION

Business and Social Problems. See
INDUSTRY - SOCIAL ASPECTS

Business Arithmetic. See
BUSINESS MATHEMATICS

BUSINESS EDUCATION

Business Fundamentals (Book) jh-sh 7
The Canadian Consumer (Book) jh 10
Co-operative Outlooks - Business Education (Book) tg-sh 30
Economics in the Business Curriculum (Book) tg-sh 37
Forms in Your Life (Book) jh-a 43
General Business and Consumer Fundamentals (Book) sh-a 44
Guide to Consumer Finance Company Simulation (Book) tg-sh-a 47
A Teacher's Ready to Use Packet of General Business Subjects and Consumer Education Crossword sh 88
Teaching Personal Economics in the Business Education Curriculum tg-sh 89
Transparencies for General Business for Everyday Living (Transparencies) jh 91
The World of Business: A Canadian Profile (Book) jh-sh 99

Level Page

BUSINESS ENTERPRISES

100 Pounds of Popcorn (Book) pr-ue 72

BUSINESS MATHEMATICS

Business and Consumer Mathematics (Book) sh 7

Businesswomen. See
WOMEN IN BUSINESS

Buyers' Guides. See
CONSUMER EDUCATION - SHOPPING

CANADA - ECONOMIC CONDITIONS

The Canadian Economy and It's Problems (Book) sh-a 10
The Canadian Economy: Problems sh-a 10
Dateline Canada: Understanding Economics Through Press Reports (Book) sh 33
Economics (Book) a 36
Inflation or Depression (Book) a 56
The Way Ahead for Canada: A Paperback Referendum (Book) sh-a 95
Which Way Ahead? Canada After Wage and Price Control (Book) a 96

Canada - Law. See
LAW - CANADA

CAPITAL

See also
BANKS AND BANKING
INVESTMENTS
MONOPOLIES

It's a Capital Idea (Kit) jh-sh 57
Pink Pebbles: How Money Began (Game) ue-sh 76

Car buying. See
AUTOMOBILE PURCHASING

Careers. See
VOCATIONAL GUIDANCE

Cars (Automobiles). See
AUTOMOBILES

CATALOGUES - COMMERCIAL

Eaton's Spring and Summer (1927) (Book) pr-a 35
The 1901 T. Eaton Company Limited Catalogue (Book) pr-a 71

Change, Social. See
SOCIAL CHANGE

Children as Consumers. See
YOUTH AS CONSUMERS

Cities and Towns, Movement to. See
URBANIZATION

Level Page

CIVIL RIGHTS - CANADA

Civil Rights in Canada (Book) sh-a 14

Cloth. See TEXTILE INDUSTRY AND FABRICS

CLOTHING AND DRESS

Clothing (Book) sh-a 15
Food and Clothing (Book) sh-a 42
Label Game (Game) ue-jh 59
Labels on Food and Clothing (Kit) jh-sh 59

Commercial Arithmetic. See BUSINESS MATHEMATICS

Commercial Catalogues. See CATALOGUES, COMMERCIAL

Commercial Credit. See CREDIT

Commercial Education. See BUSINESS EDUCATION

Commercial Law. See LAW - CANADA

Commercial Products - Safety Measures. See PRODUCT SAFETY

COMPLAINTS (RETAIL TRADE)

Consumer Complaints: The Right Way (Film) sh-a 102
Consumer Satisfaction, Dissatisfaction and Complaining Behaviour (Book) a 26
Consumer's Guide to Fighting Back (Book) a 28
An Economic Analysis of Consumer Redress Mechanisms (Booklet) a 35
Lost in the Fine Print (Kit) tg-sh-a 63
Lost in the Fine Print (Videocassette) sh-a 63

Conservation of Energy. See ENERGY CONSERVATION

CONSERVATION OF NATURAL RESOURCES

See also
ENERGY CONSERVATION
RECYCLING (WASTE, ETC.)

Canada as a Conserver Society (Book) sh-a 9
The Conserver Solution (Book) sh-a 17
Down to Earth City Living (Film) sh-a 104
The Harrowsmith Reader (Book) jh-a 49
Save the Earth! An Ecology Handbook for Kids (Book) ue 81
Stop Polluting, Start Conserving (Kit) ue 84
Urbanissimo (Film) jh-a 108
Use It, Use It Up (Film) sh-a 108

Level Page

Construction, House. See HOUSE CONSTRUCTION

Consumer Advertising. See ADVERTISING

Consumer Behaviour. See CONSUMERS

Consumer Complaints. See COMPLAINTS (RETAIL TRADE)

Consumer Credit. See CREDIT

CONSUMER EDUCATION

See also
CONSUMERS
CONSUMPTION (ECONOMICS)
CREDIT
FINANCE, PERSONAL
HOME ECONOMICS
SHOPPING
SPECIFIC CONSUMER PROBLEMS

Acquisition of the Consumer Role by Adolescents (Book) a 1
Be Informed Series (Book) jh-sh 5
Being a Better Consumer (Videorecord) sh-a 5
The Better Business Bureau Guide To Wise Buying (Book) sh-a 5
Cases in Consumer Education (Kit) sh 12
Cashing in on Consumer Knowledge sh-a 12
Caveat: Consumer Education in Action (Kit) jh 12
The Complete Consumer Book: How to Buy Everything Wisely and Well (Book) sh-a 16
The Complete Consumer Series (Videorecord) sh-a 16
Concerning Young Consumers (Kit) ue-jh 17
Consumer Action (Book) jh-sh 18
Consumer at Large (Kit) jh-sh 18
Consumer Economic Problems (Book) sh 19
Consumer Economics (Book) sh-a 20
Consumer Education (Book) jh-sh 20
Consumer Education in Practice (Book) jh 22
The Consumer in American Society: Additional Dimensions (Book) jh-a 24
The Consumer in American Society: Personal and Family Finance (Book) sh-a 24
The Consumer in the Marketplace (Book) jh-sh 24
Consumer Outreach '78 (Book) a 25
Consumer Skills (Book) sh 26
Consumerland: How High the Mountain (Kit) jh-sh 27
The Consumer's Book of Hints and Tips (Book) sh-a 27
A Consumer's Guide for Kids (Book) ue 28
The Consumer's Handbook (Book) sh-a 28
Contemporary Consumer Series (Books) sh-a 29
Contemporary Consumer Series - Filmstrips (Kit) sh-a 29

	Level	Page
The Educated Consumer (Audiorecord)	sh-a	38
The Good Idea How to Save Money Book (Book)	sh-a	46
Impact of Advertising: Implications for Consumer Education (Book)	a	55
Information and Redress: Consumer Needs and Company Responses (Book)	a	56
Learning Activity Packages (Kits)	jh-sh	60
Learning to be a Wise Consumer (Kit)	ue	60
Living Better (Book)	sh-a	62
Modern Consumer Education (Kit)	sh	67
Modern Consumer Education - Supplement One (Kit)	sh	68
The Net is Consumerism: You are the Catch (Audiorecord)	sh-a	71
The New Consumer Survival Kit (Book)	jh-a	71
Nickels, Dimes and Dollars (Kit)	ue	71
On the Path to Better Living (Book)	jh-sh	72
Potential Economic Benefits of Consumer Education (Book)	a	77
Presenting a Case for Consumer Education (Kit)	tg-jh-sh	78
Price Watch's Smart Shopper Handbook (Book)	jh-a	78
Put Your Money Down: Buying On Credit (Book)	ue	78
Uluschak's Marketplace (Book)	tg-jh-a	91
You the Consumer (Book)	sh	100

CONSUMER EDUCATION - BIBLIOGRAPHY

	Level	Page
In Search of Free Canadian Materials (Booklet)	tg	55

CONSUMER EDUCATION - STUDY AND TEACHING

	Level	Page
The Assertive Consumer: Credit and Warranties (Booklets)	a	3
Consumer Behaviour: Developing Skills for Assertiveness (Book)	tg-sh-a	18
Consumer Education (Book)	tg-jh-a	20
Consumer Education - A Conceptual Structure and Planning Guide (Book)	tg-sh	20
Consumer Education: A Handbook for Teachers of New Canadians (Book)	tg-a	20
Consumer Education: A Handbook for Teachers of Slow Learners in the Junior High School (Thesis)	jh	20
Consumer Education: A Teaching-Learning Unit on Consumer Health Care (Book)	sh-a	21
Consumer Education: A Teaching-Learning Unit on Product Safety (Book)	sh-a	21
Consumer Education Competencies and Checklists (Booklet)	tg	21
Consumer Education Curriculum Modules (Books)	tg-jh-a	21
Consumer Education for Adult Groups (Book)	tg-a	22
Consumer Education for Families with Limited Incomes (Book)	tg-a	22
Consumer Education Forum (Periodical)	tg	110
Consumer Education: How to Conduct Community Education Nights (Book)	tg	22
Consumer Education Materials Project (Books)	tg	22
Consumer Education, Part One and Part Two	tg-s	22
Consumer Education Project: Final Report (Book)	a	23
Consumer Education Resources Catalogue (Book)	tg	23
Consumer Information Kit (Kit)	pr-ue	24
Consumer Power: Transparencies and Duplicating Masters (Book)	tg-jh-sh	25
Consumer Skills: Results Manual (Book)	a	26
The Consumer's World: Economic Issues and Money Management (Book)	sh	29
The Coping Series (Booklets)	sh	30
Coping 1: Completing the Forms (Booklet)	sh	30
Coping 2: Reading the Labels (Booklet)	sh	30
Coping 3: Reading the Contract (Booklet)	sh	30
Coping: Teacher's Guide and Response Key	tg	30
Decide for Yourself: One Hundred Cases in Consumer Choice (Book)	tg-jh-sh	33
The Doing Book: An Experimental Approach to Consumer Education (Book)	tg-jh-a	34
Effective Consumer Education Programs (Booklet)	tg	38
Enriching the Curriculum Through Consumer Education (Book)	tg-ue	39
Forum Plus: Problem Solving Consumer Education (Kit)	pr-a	44
A Guide for Evaluating Programs and Materials (Book)	tg	46
Guide to an Assessment of Consumer Skills (Book)	a	46
A Guide to Instructional Resources for Consumers' Education (Book)	a	47
Guide to Wise Consuming: A Text-Workbook (Book)	jh-sh	48
Handbook for Inservice Trainers in Consumer Education (Book)	tg-sh	48
Helping Children Help Themselves (Kit)	ue	49
If Wishes Were Horses (Kit)	tg-sh-a	55
Instructional Patterns for Consumer and Homemaking Education (Book)	tg-jh-a	56
Instructor's Manual for The Consumer's World (Booklet)	tg-sh	56
Lost in the Fine Print (Kit)	tg-sh-a	63
More for Your Money (Book)	jh-a	70
Orientation Resources (Book)	tg-a	72
Penny Power (Periodical)	ue	111
Perspectives on Consumer Education (Booklets)	a	75
The Place of Consumer Education in Alberta Curriculum Guides. (Paper)	tg	76
Practicum for The Consumer's World (Book)	sh	77
Reading and the Consumer: A Practical Guide (Book)	a	79

	Level	Page
The Rights and Responsibilities of all Consumers: A Teaching-Learning Unit (Book)	sh	80
Shoplifting: A Consumer Concern (Book)	sh	82
Simulations in the Consumer Economics Classroom (Book)	tg-ue-a	82
Something Borrowed, Something Blue (Kit)	sh-a	83
Strategies for Teaching Economics: Basic Business and Consumer Education (Secondary) (Book)	sh	84
Survival Learning Materials: Suggestions for Developing (Book)	tg	86
System V: Consumer Education In-Service Program (Kit)	a	87
Talking Shop to Wise Consumers (Book)	tg-sh	87
Teaching Consumer Education (Book)	tg-sh	88
Teaching Consumer Education: A Common-sense Approach (Book)	a	88
Teaching Consumer Education Through the Regular School Program (Book)	tg	89
Teaching Consumer Education Today (Book)	tg-jh-sh ...	89
Teaching Consumer Skills and How to Survive in America: 35 Activities (Book)	tg	89
Teenage Consumers: A Profile (Book)	a	89
Why Consumer Education? (Film)	sh-a	108
Will That Be Cash or...? A Look at Consumer Studies in Canada (Book)	tg	97

Consumer Organizations. See
COOPERATIVE SOCIETIES

CONSUMER PROTECTION

See also
PRODUCT SAFETY
CONSUMER EDUCATION
CONSUMER PROTECTION - CANADA
LAW - CANADA - STUDY AND TEACHING

	Level	Page
Avoiding Consumer Frauds and Misrepresentations (Book)	tg-a	4
Calling Captain Consumer (Videotape)	ue-jh	9
Caveat Emptor: An Introductory Analysis of Consumer Problems (Book)	a	13
Consumer Action for Students (Booklet)	jh-sh	18
Consumer and Corporate Accountability (Book)	a	18
The Consumer in American Society Personal and Family Finance (Book)	sh-a	24
The Consumer Movement (Book)	sh-a	25
Consumer Power - Whistle Blowing (Film)	jh-a	103
Consumer Protection Labs (Book)	ue-jh	26
Consumer Science: Text and Laboratory Manual (Book)	tg-sh	26
Consumer Survival Kit (Kit)	jh-sh	27
Consumerism: Let the Seller Beware (Film)	sh-a	104
Consumerism: Search for the Consumer Interest (Book)	sh-a	27
Consumer's Guide to Fighting Back (Book)	a	28
The Consumer's Handbook (Book)	sh-a	28
Decision-making for Consumers: An Introduction to Consumer Economics (Book)	a	33
The Eye Opener: Direct Sales (Kit)	sh-a	40
Fight Back! And Don't Get Ripped Off (Book)	jh-a	41
Getting Satisfaction: The Consumer Game (Booklet)	sh-a	45
Getting What You Deserve: A Handbook for the Assertive Consumer (Book)	sh-a	45
Help! Marketplace Handbook of Consumer Rights in Canada (Book)	jh-a	49
Interact, Unit III (Kit)	sh-a	57
Justice in the Marketplace (Kit)	sh	58
Let the Buyer Be Aware: Consumer Rights and Responsibilities (Book)	sh-a	61
Marketplace Ethics (Kit)	jh-a	65
Protection and the Law (Book)	sh-a	78
Redress: Examining the Issues (Kit)	jh-sh	79
A Resource Manual: Consumers and the Law (Books)	tg-sh	80
Spend, Spend (Film)	ue-jh	107
Suzie and the Supershopper (Kit)	jh-sh	86
This is Fraud (Film)	sh-a	108
What's in an Issue? (Kit)	jh-sh	96
When a Magazine Seller Knocks on Your Door (Kit)	jh-sh	96
Who Put the Con in Consumer? (Book)	sh	97
Who's Responsible for Product Safety (Kit)	jh	97
A Word from Our Sponsor or My Friend Alfred (Book)	ue	98

CONSUMER PROTECTION - CANADA

See also
LAW - CANADA - STUDY AND TEACHING

	Level	Page
Canadian Consumer Law (Book)	sh-a	10
Canadian Consumer's Survival Book (Book)	sh-a	10
The Consumer (Film)	jh-a	102
Consumer Beware: A Guidebook to Consumer Rights and Remedies (Book)	sh	18
Consumer Credit and Consumer Fraud (Book)	sh	19
Consumer Law (Book)	sh	24
Consumer Law (Booklet)	jh-a	24
Consumer Law in Canada (Book)	sh-a	25
Consumer Law: Teacher's Manual (Booklet)	tg-sh	25

	Level	Page
Decision-making for Consumers: An Introduction to Consumer Economics (Book)	a	33
Dollars and Sense (Book)	sh-a	34
Help Yourself (Film)	jh-a	105
Legal Jams: Aspects of Canadian Civil Law (Book)		60
The Other Side of the Coin (Kit)	jh-sh	72
Ulushak's Consumer Cram Course (Book)	jh-a	91
Unfair Trade Practices Legislation: Symbolism and Substance in Consumer Protection (Booklet)	sh-a	92

CONSUMERS

See also
COMPLAINTS (RETAIL TRADE)
CONSUMER EDUCATION
CONSUMER PROTECTION
CONSUMPTION (ECONOMICS)
CO-OPERATION
WOMEN AS CONSUMERS
YOUTH AS CONSUMERS

	Level	Page
Assessments of Consumer Needs: An Annotated Bibliography of Recent Research (Book)	sh-a	4
Caveat Emptor: An Introductory Analysis of Consumer Problems (Book)	a	13
Consumers' Perceptions of Pre-purchase Shopping Problems and Solutions (Books)	a	28
The Disadvantaged Consumer (Book)	a	34
The Female Consumer (Book)	a	40
The Joyless Economy (Book)	a	58
The Poor Pay More: Consumer Practices of Low Income Families (Book)	sh-a	77
Redress: Examining the Issues	jh-sh	79
Taking Issue (Kit)	jh-sh	87
What is a Consumer (Videorecord)	sh-a	95
Who Buys: A Study of the Consumer (Book)	sh-a	97

CONSUMERS' ASSOCIATION OF CANADA

Canadian Consumer (Periodical)

Consumers' Goods. See
MANUFACTURERS

CONSUMPTION (ECONOMICS)

See also
CONSUMER EDUCATION
MARKETING

	Level	Page
Captains of Consciousness (Book)	a	11
Consumer Spending Power: What Are the Issues? (Kit)	sh-a	26
Food for a Small Planet (Film)	jh-a	104
The Joyless Economy (Book)	a	58
The Work of Consumption (Audiorecord)	sh-a	98

Contamination of Environment. See
POLLUTION

CONTRACTS

See Also
INSTALLMENT CONTRACTS

	Level	Page
Buying Personal Services (Videorecord)	sh-a	9
Consumer Contracts (Kit)	jh-sh	19
Contracts (Videorecord)	sh-a	29

COOKERY

	Level	Page
Cooking in the Classroom (Book)	pr-ue	29
Cool Cooking for Kids (Book)	tg-pr	30
The Kitchen Almanac (Book)	jh-a	59

Cooking Utensils. See
KITCHEN UTENSILS

CO-OPERATION

See also
CO-OPERATIVE SOCIETIES

	Level	Page
Community: A Game of Co-operation (Game)	jh-a	15
Co-operation and Community Life (Book)	tg-ue-jh	30

CO-OPERATIVE SOCIETIES

	Level	Page
Co-operative Outlooks - Business Education (Book)	tg-sh	30
Co-operative Outlooks - Social Studies (Book)	tg-sh	30
An Introduction to Cooperatives: A Self-Study Program (Book)	jh-a	57

COPYRIGHT - CANADA

	Level	Page
Copyright in Canada: Proposals for a Revision of the Law (Book)	sh-a	31
Guide to Patent, Trade Mark, and Copyright Law in Canada (Book)	sh-a	47

COSMETICS

	Level	Page
Cosmetics: What the Ads Don't Tell You (Book)	sh-a	31

CREDIT

See also
Banks and Banking

	Level	Page
The Assertive Consumer: Credit and Warranties (Booklets)	a	3
Budgeting and Credit (Book)	sh-a	6
Charge it: Inside the Credit Card Conspiracy (Book)	sh-a	13

	Level	Page
Consumer (Game)	jh-sh	17
The Consumer and Credit (Kit)	sh	18
Consumer Credit (Book)	sh	19
Consumer Credit and Consumer Fraud (Book)	sh	19
Consumer Education Transparencies (Transparencies)	jh-sh	23
Consumer Power - Credit (Film)	jh-a	103
Consumer Skills: Buying on Credit (Film)	jh-sh	103
Consumer Studies: The Price of Credit (Kit)	sh-a	27
Consumerland: How High the Mountain (Kit)	jh-sh	27
Credit (Kit)	sh	31
Credit (Kit)	tg-sh-a	31
A Credit Card Bouquet (Film)	jh-a	104
Credit Cards (Kit)	jh-sh	32
Credit Costs (Book)	jh	32
Credit Law and Bankruptcy Handbook (Book)	jh-a	32
Credit Management in Canada: Instructor's Guide to Workbook (Book)	tg-sh	32
Credit Management in Canada: Student's Workbook (Book)	sh-a	32
Credit Management in Canada: The Philosophy and Practice of Consumer, Financial, and Mercantile Credit Granting and Collections (Book)	sh-a	32
The Credit Squeeze (Film)	jh-a	104
The Credit Squeeze (Kit)	jh-a	33
Credit Use and Abuse (Videorecord)	sh-a	33
If Wishes Were Horses (Kit)	tg-sh-a	54
If Wishes Were Horses (Videorecord)	sh-a	55
Interact, Unit I (Kit)	sh-a	56
The Money Marketplace: A Teacher's Guide to Consumer Credit (Kit)	tg-jh-sh	69
The Money Tree (Film)	sh-a	106
Pay Later (Film)	jh-a	106
Put Your Money Down: Buying on Credit (Book)	ue	78
So You Want to Use Credit (Kit)	sh	83
Something Borrowed, Something Blue (Film)	sh-a	107
Something Borrowed, Something Blue (Kit)	sh-a	83
Something Borrowed, Something Blue (Videocassette)	sh-a	84
Type of Credit (Videorecord)	sh-a	91
What Everyone Should Know About Credit Before Buying or Borrowing Again (Book)	jh-a	95
What is Credit? Should I Use Credit? (Flipchart)	ue	95
Will that be Cash or Manana? (Audiorecord)	sh-a	97
Your Credit is Good, Unfortunately (Film)	sh-a	105

Currency. See
MONEY

Customer Complaints. See
COMPLAINTS (RETAIL TRADE)

Cycles, Motor. See
MOTORCYCLES

Dangerous Materials. See
HAZARDOUS SUBSTANCES

Deceit. See
FRAUD

DECISION-MAKING

	Level	Page
Cases in Consumer Education (Kit)	sh	12
Consumer Decision-Making: An Annotated Bibliography (Book)	tg-sh-a	19
Consumer Education Curriculum Modules (Books)	tg-jh-a	21
Consumer Information (Kit)	sh-a	24
Consumer Lifestyles and Alternatives (Videorecord)	sh-a	25
Decisions: A Values Approach to Decision-Making (Kit)	jh-sh	33
Decisions in Living (Book)	sh	34
Decisions: The Simulation Game of Goals, Choices and Values (Game)	ue-jh	34
Family Decisions: A Simulated Choice/Change Game (Game)	sh	40
Homes and Lifestyles: The Choice is Yours (Kit)	jh-sh	51
Making Value Judgements: Decisions for Today (Book)	jh-sh	63
Time and Money, Too! (Game)	ue-a	90

Dictionaries. See
ENCYCLOPEDIAS AND DICTIONARIES

Dietetics. See
NUTRITION

Domestic Science. See
HOME ECONOMICS

Dress. See
CLOTHING AND DRESS

DRUGS

	Level	Page
The Essential Guide to Prescription Drugs (Book)	sh-a	39
Health for Sale (Videorecord)	sh-a	49
Licit and Illicit Drugs (Book)	sh-a	62
The Medicine Show (Book)	sh-a	66
The People's Pharmacy - 2 (Book)	sh-a	122
Prescription Drug Money Saver (Book)	sh-a	78
Wigder's Guide to Over-the-Counter Drugs: A Critical Comparison of the Effectiveness, Cost and Safety of the Most Popular and Widely Advertised Brands (Book)	jh-a	97

EFTS. See
ELECTRONIC FUNDS TRANSFER SYSTEM

ECOLOGY

See also
CONSERVATION OF NATURAL RESOURCES
RECYCLING

	Level	Page
Coming to Our Senses: An Environmental Approach to Teaching at the Elementary Level (Book)	tg-pr-ue	15
The Consumer's Catalog of Economy and Ecology (Book)	jh-sh	28
Down to Earth City Living (Film)	sh-a	104
The Ecology and Consumers (Kit)	pr-ue	35
The Economics of Pollution (Kit)	jh	37
Environment Source Book	ue-a	39
Environmental Simulations (Game)	jh-sh	39
Living Well in Times of Scarcity (Book)	pr-a	63
The Recyclers (Book)	pr	79
Save the Earth! An Ecology Handbook for Kids (Book)	ue	81
Small is Beautiful: A Study of Economics as if People Mattered (Book)	a	83
Survival Kit Processes and Ideas for Studying the Urban Environment (Kit)	tg-jh-sh	86
Toward a Quality of Living (Kit)	ue-sh	90

ECONOMICS

See also
BANKS AND BANKING
BUSINESS
CANADA - ECONOMIC CONDITIONS
CAPITOL
CONSUMPTION (ECONOMICS)
CO-OPERATION
CREDIT
MANUFACTURERS
MONEY
MONOPOLIES
TRANSPORTATION

	Level	Page
Business Fundamentals (Book)	jh-sh	7
The Canadian Economy and Its Problems (Book)	sh-a	10
The Canadian Economy: Problems and Policies (Book)	sh-a	10
Consumer Economic Problems (Book)	sh	19
Consumer Economics (Book)	sh-a	20
Economic Concepts and Issues (Kit)	sh	35
Economic Issues for Consumers (Book)	sh	36
The Economic System (Game)	sh	36
Economic Systems (Book)	a	36
Economics (Book)	a	123
Economics for the Primaries (Kit)	pr-ue	37
Economics from the Consumer's Perspective (Book)	a	37
Economics in Our World (Kit)	jh	37
Economics in Plain English: All You Need to Know About Economics - In Language Anyone Can Understand (Book)	sh-a	37
How to Turn Lemons into Money (Book)	ue	54
How to Turn Up into Down into Up (Book)	ue	54
Introduction to Economics (Kit)	ue	57
It's a Capital Idea (Kit)	jh-sh	57
A Kid's Guide to the Economy (Book)	pr-ue	58
Life on Paradise Island (Book)	pr	123
Marketplace: An Economics Educational Game (Game)	sh	65
Micro-Economy (Game)	sh	67
Money Go Round and Other Money Matters (Kit)	sh	68
The Next 200 Years - A Scenario for America and the World (Book)	a	71
Small is Beautiful: A Study of Economics as if People Mattered (Book)	a	83
Starpower (Game)	jh-sh	84
Transparencies for General Business for Everyday Living (Transparencies)	jh	91
Trebedies Island (Game)	sh	91
Understanding the Canadian Economy (Book)	sh	92
You're the Banker (Game)	jh-a	101

ECONOMICS - JUVENILE LITERATURE

	Level	Page
Economy Size: from Barter to Barter with Ideas, Activities and Poems (Book)	ue-jh	37
How to Grow a Hundred Dollars (Book)	ue	52

ECONOMICS - STUDY AND TEACHING

	Level	Page
Buy and Sell! A Consumer Economics Game (Booklet)	tg-jh-sh	123
Dateline Canada: Understanding Economics Through Press Reports (Book)	sh	33
Economic Education: A Guide to Information Sources (Book)	a	123
Economics and Our Community: A Resource Unit for Grade , 5, and 6 (Book)	tg-ue	36
Economics from the Consumer's Prespective (Book)	a	37
Economics in the Business Curriculum (Book)	tg-sh	37
A Framework for Teaching Basic Economics: Basic Concepts (Book)	tg-pr-sh	44
A Guide to Games and Simulations for Teaching Economics (Book)	tg-pr-sh	47
A Laboratory Approach to Economic Education (Book)	tg-sh	59
Learning Economics Through Children's Stories (Book)	tg-pr-ue	60
Our Economic System - Essays and Teacher's Guides (Book)	tg-sh	72
Strategies for Teaching Economics Intermediate Level (Grades 4-6) (Book)	tg-ue-jh	84
Strategies for Teaching Economics Primary Level (Grades 1-3) (Book)	tg-pr-ue	85
Teaching Personal Economics in the Business Education Curriculum (Book)	tg-sh	89
Teaching Personal Economics in the Home Economics Curriculum (Book)	tg-sh	89
Teaching Personal Economics in the Social Studies Curriculum (Book)	tg-sh	89

Level Page

EDUCATION - CATALOGUES

Free and Inexpensive Learning Materials (Book) a 44
Selected Free Materials for Classroom Teachers (Book) tg 81
The Whole Kids Catalog (Book) pr-jh 97

ELECTRONIC FUNDS TRANSFER SYSTEMS

Coping with a Cashless Society (Kit) sh-a 31
Keeping Up with the "Jones'es"/The Cashless Society (Audio tape) jh-a 58

Employee-Employer Relations. See INDUSTRIAL RELATIONS

Employer - Employee Relations. See INDUSTRIAL RELATIONS

Employment of Students. See STUDENT EMPLOYMENT

ENERGY CONSERVATION

See also
CONSERVATION OF NATURAL RESOURCES
RECYCLING (WASTE, ETC.)

Alternative Home Heating (Book) a 3
Electricity, the Individual and the Energy Crisis (Kit) jh-sh 124
Energy Sources for Today (Book) jh-a 39
Energybook #1: Natural Sources and Backyard Applications (Book) sh-a 39
Energybook #2: More Natural Sources and Backyard Applications (Book) sh-a 39
My Energy Book (Book) pr-ue 71

ENGLISH LANGUAGE - STUDY AND TEACHING

Consumer Education: A Handbook for Teachers of New Canadians (Book) tg-a 20
Orientation Resources tg-a 72

ENGLISH LANGUAGE - VOCABULARY

Weasel Words: The Art of Saying What You Don't Mean (Book) sh-a 95

Enterprises. See BUSINESS ENTERPRISES

Environment. See ECOLOGY

Environmental Pollution. See POLLUTION

Exchanges, Stock. See STOCK-EXCHANGE

Level Page

FAMILY LIFE EDUCATION

See also
FINANCE, PERSONAL
HOME ECONOMICS

Decisions in Living (Book) sh 34
F.L.I.P.: A Family Budgeting Simulation (Game) sh-a 41
Family Decisions: A Simulated Choice/Change Game (Game) sh 40
The Money Tree (Film) sh-a 106
People and Change: Family Management (Book) sh 73
Toward a Quality of Living (Kit) ue-sh 90

FASHION - CATALOGUES

Eaton's Spring and Summer (1977) (Book) pr-a 35
The 1901 T. Eaton Company Limited Catalogue (Book) pr-a 71

Finance - Mathematics. See BUSINESS MATHEMATICS

FINANCE, PERSONAL

See also
BUDGETS, PERSONAL
CONSUMER EDUCATION
CREDIT
INSURANCE
INVESTMENTS
SHOPPING

Action Plans for Money Management Education (Book) tg-a 1
Before You Go Under: An Instructional Package on Money Management (Kit) sh-a 5
Betty Crocker's More For Your Money (Book) sh-a 5
Budget Guide for Single Parents, 1979, (Book) sh-a 6
Business and Consumer Arithmetic: Workbook and Tests (Book) jh-sh 6
The Business of Being a Consumer (Videorecord) sh-a 7
The Canadian Book of Money (Book) a 10
The Canadian Consumer (Book) jh 10
The Canadian Woman's Guide to Money (Book) sh-a 11
Changing Times (Periodical) 110
Consumer Choice: The Economics of Personal Living (Book) sh 19
Consumer Economics (Kit) a 20
Consumer Education for Adult Groups (Book) tg-a 22
The Consumer in American Society: Personal and Family Finance (Book) sh-a 24
Consumer Math: A Guide to Stretching Your Dollar (Book) sh-a 25
Consumer Related Mathematics (Book) jh 26
Consumertapes Unit 1, Unit II (Cassettes) jh-a 29

	Level	Page
Cosmic Coinship 1: Learning to Make Allowances (Book)	pr-ue-a	31
Counting Money and Making Change and Making a Budget (Book)	jh-sh	31
Dollars and Sense: A Guide to Personal Money Management (Book)	sh	35
Economic Issues for Consumers (Book)	sh	36
Economics for Consumers (Book)	sh-a	36
Economics from the Consumer's Perspective (Book)	a	37
Everybody's Money (Periodical)		110
Everyone's Money Book (Book)	sh-a	40
Financial Management for Women in Transition (Book)	sh-a	41
Financial Security (Book)	sh-a	41
Good Buy! Buying Home Furnishings (Book)	jh-sh	45
The Good Idea How to Save Money Book (Book)	sh-a	46
Guide to Personal Finance: A Lifetime Program of Money Management (Book)	sh-a	47
Help! The Basics of Borrowing Money (Book)	sh-a	49
How to Make Your Money Work for You (Book)	a	53
If Wishes Were Horses (Videorecord)	sh-a	55
It's Your Money (Book)	sh-a	57
A Kid's Guide to Money Management (Book)	ue	58
Living on a Shoestring (Book)	sh-a	62
Managing Personal Finance (Book)	sh-a	64
Managing Your Money (Book)	ue	64
Managing Your Money (Book)	tg-jh-sh	64
Managing Your Money (Film)	jh-sh	105
Managing Your Money (Game)	ue-a	64
Managing Your Own Money (Book)	sh-a	64
Managing Your Own Money: A Self-Teaching Guide (Book)	a	64
Math in Everyday Life (Book)	jh-sh	66
Mike Grenby's Money Book: How to Survive Canada's Inflation (Book)	sh-a	67
Money Management (Kit)	jh-sh	68
Money Management: A Complete Guide to Successful Spending, Saving, Investing (Book)	sh-a	69
Money Management: Choice and Decisions (Book)	jh-sh	69
Money Matters (Book)	jh-sh	69
Money, Money, Money (Book)	jh-a	69
Money of Your Own (Book)	jh	69
Money Talks, or - You've Got to Have a Plan Man (Kit)	jh-a	70
Moneywise: The Prentice-Hall Book of Personal Money Management (Book)	sh-a	70
My Darling Dollar: A Handbook for Saving Money (Book)	sh-a	70
The New Money Dynamics (Book)	sh-a	71
Parsimony: The Game of Money Management (Game)	pr	72
Personal and Family Finance (Book)	sh-a	74
Personal Economics (Book)	sh	74
Personal Finance (Book)	sh-a	74
Personal Finance and Money Management (Book)	sh-a	74
Personal Finance for Canadians (Book)	sh-a	74
Personal Finance for Consumers (Book)	sh-a	75
Personal Money Management (Book)	sh-a	75
Savings and Investments (Kit)	jh-sh	81
Strategy for Personal Finance (Book)	sh-a	85
Sylvia Porter's New Money Book for the 80's (Book)	sh-a	86
Teach Your Child to Manage Money (Book)	sh-a	88
A Teacher's Kit: Your Money Matters (Kit)	sh-a	88
A Teacher's Ready to Use Packet of General Business Subjects and Consumer Education Crossword Puzzles (Kit)	sh	88
Transparencies for General Business for Everyday Living (Transparencies)	jh	91
A Woman's Book of Money: A Guide to Financial Independence (Book)	sh-a	98
Worksheet Booklet to Accompany Personal Finance for Consumers (Booklet)	sh-a	99
The World of Business: A Canadian Profile (Book)	jh-sh	99
Your Money: How to Make the Most of It! (Book)	sh-a	101
Your Money Matters: A Guide to Personal Finance from the Pages of the Wall Street Journal (Book)	sh-a	101

Firms. See
BUSINESS ENTERPRISES

FOOD

See also
NUTRITION

	Level	Page
Buying Food: A Guide for Calculating Amounts to Buy and Comparing Costs in Household Quantities (Booklet)	sh-a	8
The Complete Food Handbook (Book)	sh-a	17
The Consumer and the Supermarket (Film)	ue	102
Food (Book)	sh-a	41
Food and Clothing (Book)	sh-a	42
Food and Nutrition: Report on a Survey of the Attitudes of Mothers (Book)	sh-a	42
Food Dollars and Sense (Kit)	jh-a	42
Food in Perspective (Book)	sh-a	42
The Food We Eat (Kit)	pr-ue	43
Food: Where Nutrition, Politics and Culture Meet (Book)	tg-jh-a	43
For Older People: Eating Right for Less	jh-a	43
Handbook of Food Expenditures, Prices and Consumption (Book)	sh-a	49
Labels on Food and Clothing (Kit)	jh-sh	59
Meat Trade Secrets Exposed (Book)	sh-a	66
Planning Meals and Shopping (Book)	jh-sh	76

FOOD ADDITIVES

See also
NUTRITION

	Level	Page
Additive Alert: A Guide to Food Additives for the Canadian Consumer (Book)	sh-a	1
A Consumer's Dictionary of Food Additives (Book)	sh-a	28
Food Additives (Kit)	jh-sh	42

Level Page

Food Mystique? (Kit) sh-a 42
The Great Nutrition Robbery (Book) sh-a 46
The Truth About Food Additives (Book) sh-a 91

FOOD SUPPLY

Food for a Small Planet (Film) jh-a 104
The Land of Milk and Honey (Book) sh-a 59
One Earth: Two Worlds (Kit) sh-a 72
Perceptions 3: Food Production in the Canadian Environment (Book) sh-a 73
The Politics of Food (Book) sh-a 76

Foreign Investments. See INVESTMENTS, FOREIGN

FRAUD

Auto Repair Frauds (Book) sh-a 4
Avoiding Consumer Frauds and Misrepresentations (Book) tg-a 4
Business Opportunity Frauds (Book) sh-a 7
A Compendium of Bunk or How to Spot a Con Artist (Book) a 126
Consumer Be Warned: Frauds and Deceptions (Kit) jh-sh 18
Fraud (Book) sh-a 44
Frauds and Hoaxes (Kit) ue-jh 44
The Marketplace: A Resource Kit for Teaching Consumer Education (Kit) sh 65
The Owl Who Gave a Hoot (Film) jh-a 106
Swindle (Game) jh-sh 86
This is Fraud (Film) sh-a 108
You Can't Get Something for Nothing (Audiorecord) sh-a 100

FUNERAL RITES AND CEREMONIES

A Canadian Guide to Death and Dying (Book) sh-a 126

FURNITURE

Good Buy! Buying Home Furnishings (Book) jh-sh 45
Home Furnishings (Book) sh-a 50
Housing, Furniture and Appliances (Book) sh-a 51

GAMES - BIBLIOGRAPHY

The Guide to Simulations/Games for Education and Training tg 48

Guarantee. See WARRANTY

Guidance, Vocational. See VOCATIONAL GUIDANCE

Level Page

HAZARDOUS SUBSTANCES

Home Safe Home pr 50

Health Care. See MEDICAL CARE

HEALTH EDUCATION

Consumer Education: A Teaching-Learning Unit on Consumer Health Care (Book) sh-a 21
Consumer Health and Safety (Book) sh-a 23
Consumer Health: Products and Services (Book) sh-a 24
The Consumer's Guide to Health Care (Book) sh-a 28
Health, Education and Recreation (Book) sh-a 49
Health Quackery (Book) sh-a 49
Youth Health and Lifestyles (Booklet) sh-a 101

HOME ECONOMICS

See also
CONSUMER EDUCATION
COOKERY
FOOD
FURNITURE
HOUSEHOLD APPLIANCES

Betty Crocker's Starting Out (Book) jh-a 6
The Canadian Woman's Almanac (Book) sh-a 11
Guides for Family Budgeting (Book) sh-a 48
HELPS: Home Economics Learning Packages (Pamphlets) jh-sh 50
Homes and Lifestyles: The Choice is Yours (Kit) jh-sh 51
Hometrics (Book) jh-a 51
Instructional Pattern for Consumer and Homemaking Education (Book) tg-jh-a 56
Living on a Shoestring (Book) sh-a 62
Planning for Your Own Apartment (Book) jh-sh 76
Planning Meals and Shopping (Book) jh-sh 76
Preparing to Live on Your Own (Kit) sh-a 77
Survival: A Guide to Living on Your Own (Book) jh-sh 86
Survival Skills: Living on Your Own (Kit) sh 86

HOME ECONOMICS - STUDY AND TEACHING

Teaching Personal Economics in the Home Economics Curriculum (Book) tg-sh 89

Homes, Mobile. See MOBILE HOMES

HOUSE BUYING

See also
HOUSE CONSTRUCTION
HOUSE

	Level	Page
The Alternative House: A Complete Guide to Building and Buying (Book)	sh-a	3
Buying and Selling a Home (Booklet)	a	8
Buying Your House: A Complete Guide to Inspection and Evaluation (Book)	a	9
Canadian Real Estate: How to Make it Pay (Book)	a	11
The Complete Book of Home Buying (Book)	a	16
For Sale by Owner (Book)	a	43
The Home Buyer's Guide (Book)	sh-a	50
The Homebuyer's Guide for the 80's (Book)	a	50
Homebuyer's Information Package: A Guidebook for Buying and Owning a Home (Book)	sh-a	50
Homeowner's Guide to Buying, Evaluating and Maintaining Your Home (Book)	a	51
Housing, Furniture and Appliances (Book)	sh-a	51
How to Get Top Dollar for Your Home in Good Times or Bad (Book)	a	52
A Place to Live: Mobile Homes (Kit)	sh-a	76
Real Estate Buying/Selling Guide For Alberta (Book)	sh-a	79
Selling Your Own Home (Kit)	a	82

HOUSE CONSTRUCTION

See also
HOUSE BUYING
HOUSING

	Level	Page
The Alternative House: A Complete Guide to Building and Buying (Book)	sh-a	3
The Home Buyer's Guide (Book)	sh-a	50
Home Improvements (Film)	sh-a	105

HOUSEHOLD APPLIANCES

	Level	Page
The Butterick Kitchen Equipment Handbook (Book)	jh-a	7
Household Equipment: Selection and Management (Book)	sh-a	51

Household Management. See
HOME ECONOMICS

HOUSING

See also
HOUSE BUYING
HOUSE CONSTRUCTION
MOBILE HOMES

	Level	Page
The Alternative House: A Complete Guide to Building and Buying (Book)	sh-a	3
Apartment Hunting (Kit)	jh-sh	3
The Complete Book of Home Inspection (Book)	sh-a	16
The Condominium Book: A Guide to Getting the Most for Your Money (Book)	sh-a	17
Consumer Decisions in Housing (Kit)	jh-sh	19
The Home Buyer's Guide (Book)	sh-a	50
Homes We Live In (Kit)	pr-ue	51
Housing (Book)	sh-a	51
Housing (Kit)	jh-sh	51
Housing: Decision Making; Transparencies and Masters (Book)	tg-jh-sh	51
Housing Issues (Videorecord)	sh-a	51
Housing Transactions (Videorecord)	sh-a	52
The Provident Planner (Book)	sh-a	78
Resort Condos and Timesharing; Buyer Beware (Book)	a	80

Hygiene - Study and Teaching. See
HEALTH EDUCATION

Human Rights. See
CIVIL RIGHTS

INDUSTRIAL RELATIONS

	Level	Page
Employee/Employer Rights in Canada (Book)	sh-a	38

INDUSTRY - SOCIAL ASPECTS

	Level	Page
Consumer and Corporate Accountability (Bobk)	a	18
Consumer Power: Whistle Blowing (Film)	jh-a	103
Values in Conflict: Contemporary Issues in Business and Society (Book)	sh-a	94

INFLATION (FINANCE)

See also
WAGE-PRICE POLICY

	Level	Page
How to Invest Your Money and Profit from Inflation (Book)	sh-a	52
Inflation and Public Policy (Book)	a	55

	Level	Page
Inflation and Recession (Kit)	jh-sh	55
Inflation: It's Your Bag (Book)	sh-a	55
Inflation or Depression (Book)	a	56
Inflation: The Canadian Experience (Book)	sh-a	55
Keeping Up With the "Jones'es"/ The Cashless Society (Audio tape)		58
Rising Prices: Why Inflation... (Book)	sh-a	80
Runaway Inflation! (Book)	sh-a	80
Treadmill to Ruin? A Plain Guide to the Unseen Rot of Inflation (Book)	sh-a	91
INSTALLMENT CONTRACTS		
Consumer Skills: Buying on Credit (Film)	jh-sh	103
Read Before You Write (Film)	sh-a	107
INSURANCE		
Buying Insurance: What's the Right Protection for You? (Kit)	sh-a	8
Choices and Decisions: Becoming a Wise Consumer (Kit)	sh-a	14
Educator's Guide to Teaching Auto and Home Insurance (Booklet)	tg-sh	38
Facts of the General Insurance Industry in Canada (Book)	sh-a	40
Insurance (Book)	sh-a	56
Insurance (Cashing in on Consumer Knowledge) (Book)	sh-a	56
Protecting Your Future: An Activity Master Program on Life and Health Insurance (Kit)	jh-sh	78
So You Think You're Covered? A Consumer's Guide to Home Insurance (Book)	sh-a	83
You and Your Automobile Insurance (Kit)	sh-a	99
You and Your Home Insurance (Kit)	sh-a	99
INSURANCE, LIFE		
Dealing with Life Insurance (Game)	sh-a	33
Life Insurance for Canadians (Book)	sh-a	62
Intellectual Property. See COPYRIGHT: PATENTS		
INVESTMENTS		
See also BROKERS FINANCE, PERSONAL INFLATION, FINANCE STOCK EXCHANGE		
Buy Low, Sell High: Anyone Can Make Money in the Market the Formula Way (Book)	sh-a	7
How to Invest Your Money and Profit from Inflation (Book)	sh-a	52
The New Money Dynamics (Book)	sh-a	71
The Penny Capitalist: How to Build a Small Fortune from Next to Nothing (Book)	sh-a	73
Personal Investing (Book)	sh-a	75
Runaway Inflation! (Book)	sh-a	80
Savings and Investments (Kit)	jh-sh	81
Stocks the Funds Trade (Book)	sh-a	84
Tax Shelters in Canada (Book)	sh-a	87
Taxes and Investments (Book)	sh-a	88
INVESTMENTS - CANADA		
The Canadian Book of Money (Book)	a	10
How to Be Sure You Get the Right RRSP (or RHOSP or DPSP) (Book)	a	52
How to Invest Your Money in Stocks and Bonds (Book)	a	53
Planning Your Investments (Book)	sh	76
INVESTMENTS, FOREIGN		
Let Us Prey (Book)	a	61
KITCHEN UTENSILS		
The Butterick Kitchen Equipment Handbook (Book)	jh-a	7
Household Equipment: Selection and Management (Book)	sh-a	51
The Kitchen Almanac (Book)	jh-a	59
Labour - Management Relations. See INDUSTRIAL RELATIONS		
LANDLORDS AND TENANTS - ALBERTA		
Landlord/Tenant Relations for Alberta (Book)	sh-a	59
Landlords and Tenants: Rights and Responsibilities (Videocassette)	sh-a	59
LAW - ALBERTA		
Fight That Ticket in Alberta (Book)	sh-a	41
Legal Survival Kit for Alberta High School Students (Book)	jh-sh	61
Marriage and Family Law in Alberta (Book)	sh-a	65
Small Claims Court Guide for Alberta (Book)	sh-a	83
Wills for Alberta (Book)	sh-a	98

LAW - CANADA

	Level	Page
All About Law: Exploring the Canadian Legal System (Book)	sh	3
Can I Sue? An Introduction to Canadian Tort Law (Book)	sh-a	9
Canadian Commercial Law (Book)	a	10
Canadian Law (Book)	sh	10
Casebook for Studies in Law (Book)	jh-sh	12
Changing Your Name in Canada (Book)	sh-a	13
Common Law for Common Folk (Book)	jh-a	15
Consumer Law (Booklet)	jh-a	24
Employee/Employer Rights in Canada (Book)	sh-a	38
A Guide to Law for Canadians (Book)	sh-a	47
A Handbook of Canadian Legal Terminology (Book)	sh-a	48
Help! Marketplace Handbook of Consumer Rights in Canada (Book)	jh-a	49
The Law and You: A Layman's Guide to Canadian Law (Book)	sh-a	59
The Law is Not for Women: A Legal Handbook for Women (Book)	sh-a	60
Legal First Aid (Book)	sh-a	60
Legal Jams: Aspects of Canadian Civil Law (Book)	sh	60
Manual of Canadian Business Law (Book)	sh-a	64
A Resource Manual: Consumers and the Law (Books)	tg-sh	80
Take Notice: An Introduction to Canadian Law (Book)	sh	87
You and the Law (Book)	sh-a	99
You and Your Rights: A Practical Guide for All Canadians (Book)	sh-a	99
Your Canadian Law: Legal and Business Rights for Everyone (Book)	sh-a	100

LAW - CANADA - STUDY AND TEACHING

	Level	Page
Consumer Law (Book)	sh	24
Consumer Law: Teacher's Manual (Booklet)	tg-sh	25
A Handbook for Teaching Law (Book)	tg-sh	48
Teacher's Key to Accompany Casebook for Studies in Law (Booklet)	jh-sh	129

LAW - UNITED STATES

	Level	Page
Do I Really Need a Lawyer (Book)	sh-a	34

LEISURE

	Level	Page
Leisure: A Resource for Educators (Book)	tg	61

Life Insurance. See
INSURANCE, LIFE

MAIL ORDER BUSINESS

	Level	Page
Mail Order Buying (Kit)	tg-sh-a	63
Shopping at Home: Catalog and Mail Order Buying (Kit)	jh-sh	82
Those Mail Order Millions (Film)	sh-a	108

Make-up (Cosmetics). See
COSMETICS

MANUFACTURING

See also
CATALOGUES, COMMERCIAL
PATENTS

	Level	Page
Blue Jeans (Book)	ue	6
You and Mass Production (Kit)	ue	99

MARKETING

See also
CONSUMERS

	Level	Page
Canadian Marketing Trends (Book)	sh	11
Cases in Consumer Behaviour (Book)	sh-a	12
Consumerism and the Youth Market (Cassette)	jh-sh	27
It's New...It's Neat...It's Obsolete (Film)	jh-a	105
Market: A Simulation Game (Game)	jh	65
Market Highlights (Periodical)		110
Marketing in Canada (Book)	sh	65
Marketing 1 and 2 (Books)	sh-a	65
The People Motivators: Consumer and Sales Incentives in Modern Marketing (Book)	a	73
Understanding the Marketplace (Book)	sh-a	92
Visual Merchandising: Principles and Practice (Book)	jh-sh	94
You the Consumer (Kit)	ue-jh	100
Youth and the Media Marketing (Kit)	jh-sh	101

Mass Communication. See
MASS MEDIA

MASS MEDIA

See also
NEWSPAPERS

	Level	Page
The Mind Benders (Book)	sh	67
This Business Called Media (Kit)	sh	90
"What's Going on Here?" A Study of Media and Propoganda (Kit)	jh-sh	95

MATHEMATICS

See also
BUSINESS MATHEMATICS
METRIC SYSTEM

	Level	Page
Basic Buying Skills (Book)	jh	4
Business and Consumer Arithmetic: Workbook and Tests (Book)	jh-sh	6
Business and Consumer Mathematics (Book)	sh	7
Consumer Mathematics Teaching Units (Book)	tg-jh-sh ...	25
Consumer Related Mathematics (Book)	jh	26
Counting Money and Making Change and Making a Budget (Book)	jh-sh	31
Creative Math Experiences for the Young Child (Spirit Masters)	pr	31
Math for Today and Tomorrow (Book)	....	66
Math in Everyday Life (Book)	jh-sh	66
Mathematics in Life: Skills, Consumer and Career Applications (Book)	jh-a	66
Metric Magic (Book)	ue	67
Metric Mastery (Spirit Masters)	ue	67
Money Makes Sense (Book)	pr	68
Practical Problems in Mathematics for Consumers (Book)	jh-a	77
Using Dollars and Sense (Book)	ue-jh	93

Mathematics, Business. See
BUSINESS MATHEMATICS

MEDICAL CARE

Consumer Health: Products and Services (Book)	sh-a	24
The Consumer's Guide to Health Care (Book)	sh-a	28
The Medicine Show (Book)	sh-a	66

MERCHANDISING

All That Glitters Makes Your Head Spin (Audiorecord)	sh-a	3
Visual Merchandising: Principles and Practice (Book)	jh-sh	94

METRIC SYSTEM

Hometrics (Book)	jh-a	51
Metric Magic (Book)	ue	67
Metric Mastery (Spirit Masters)	ue	67
Using the Metric System (Kit)	ue-sh	93

Misrepresentations (Law). See
FRAUD

MOBILE HOMES

Mobile Homes (Videorecord)	sh-a	67
A Place to Live - Mobile Homes (Kit)	sh-a	76

MONEY

See also
BANKS AND BANKING
CAPITAL
CREDIT
INFLATION (FINANCE)
PRICES

	Level	Page
Consumer Spending Power: What Are the Issues? (Kit)	sh-a	26
Managing Your Money (Book)	ue	64
Money and Banking: Analysis and Policy in a Canadian Context (Book)	a	68
The Money Go Round and Other Money Matters (Kit)	sh	68
Numis (Game)	pr	72
Pink Pebbles: How Money Began (Game)	ue-sh	76
Understanding Money (Book)	pr	92
Why We Use Money (Film)	pr-ue	108

MONOPOLIES

Trebedies Island (Game)	sh	91

MORTGAGES - CANADA

A Practical Canadian Mortgage Guide: A Must for Owners, Buyers, or Anyone in Real Estate	sh-a	77

MOTORCYCLES

Wheels and Deals: Buying Cars and Motorcycles (Kit)	jh-sh	96

NEWSPAPERS

Using the Newspaper in the Classroom (Booklet)	tg	93

NUTRITION

See also
FOOD
FOOD ADDITIVES

Children's Chowder (Booklets)	tg-pr-ue ...	14
The Consumer and the Supermarket (Film)	ue-jh	102
Cool Cooking for Kids (Book)	tg-pr	30
The Educated Consumer (Audiorecord)	sh-a	38
Food and Nutrition: Report on a Survey of the Attitudes of Mothers (Book)	sh-a	42
Food for Thought (Book)	tg-pr-ue ...	42
Food Mystique? (Kit)	sh-a	42
Food: Where Nutrition, Politics and Culture Meet (Book)	tg-jh-a	43
For Older People: Eating Right for Less (Book)	jh-a	43

Level Page

The Great Nutrition Robbery (Book) sh-a 46
The Kitchen Almanac (Book) jh-a 59
The Vitamin Book (Book) jh-a 94

PATENTS - CANADA

Guide to Patent, Trademark, and Copyright Law in Canada (Book) sh-a 47
Patents: An Introduction (Booklet) jh-a 73

Personal Budgets. See BUDGETS, PERSONAL

Personal Finance. See FINANCE, PERSONAL

Pharmacology. See DRUGS

Political Economy. See ECONOMICS

POLLUTION

The Economics of Pollution (Kit) jh 37
Stop Polluting, Start Conserving (Kit) ue 84

POOR

Consumer Education for Families With Limited Incomes (Book) tg-a 22
The Disadvantaged Consumer (Book) a 34
Ghetto (Game) jh-a 45
The Poor Pay More: Consumer Practices of Low Income Families (Book) sh-a 77
To Be Poor in Canada (Book) sh 90
Women in Need: A Sourcebook (Book) sh-a 98

Price-Wage Policy. See WAGE-PRICE POLICY

PRODUCT SAFETY

See also
CONSUMER EDUCATION - STUDY AND TEACHING

Consumer Education: A Teaching-Learning Unit on Product Safety (Book) sh-a 21
Consumer Protection Labs (Book) ue-jh 26
Consumer Science: Text and Laboratory Manual (Book) tg-sh 26
Decision-making for Consumers: An Introduction to Consumer Economics (Book) a 33
Fire, Fabrics and You (Kit) ue-a 41
Who's Responsible for Product Safety (Kit) jh 97

Products, Manufactured. See MANUFACTURES

Purchasing, Automobile. See AUTOMOBILE PURCHASING

Level Page

READING

Kids'n Katalogs (Book) pr-ue 58
Reading and the Consumer: A Practical Guide (Book) a 79

RECIPES

Cooking in the Classroom (Book) pr-ue 29
The Formula Book (Book) jh-a 43
The Formula Book 2 (Book) jh-a 43
The Formula Book 3 (Book) jh-a 43

RECYCLING (WASTE, ETC.)

See also
ECOLOGY
ENERGY CONSERVATION

The Recyclers (Book) pr 79
Use It, Use It Up (Film) sh-a 108

Residential Construction. See HOUSE CONSTRUCTION

Resource Management. See CONSERVATION OF NATURAL RESOURCES

Retail Advertising. See ADVERTISING

Rights, Civil. See CIVIL RIGHTS

Rights of Women. See WOMEN - RIGHTS OF WOMEN

SALES AND SALESMANSHIP

See also
ADVERTISING
INSTALLMENT CONTRACTS
MAIL ORDER BUSINESS
WARRANTY

Door to Door Sales (Videorecord) sh-a 35
The Eye Opener: Direct Sales (Kit) sh-a 40
Getting Granny (Videorecord) sh-a 45
Harry J. Woods is at the Door (Film) jh-a 104
Just Pennies a Day (Film) jh-a 105
The Owl Who Gave a Hoot (Film) jh-a 106
The People Motivators: Consumer and Sales Incentives in Modern Marketing (Book) a 73
Selling: A Good Way to Earn a Living (Kit) jh-sh 81
When a Magazine Seller Knocks on Your Door (Kit) jh-sh 96

Securities Exchange. See STOCK EXCHANGE

Level Page

SHOPLIFTING

See also
CONSUMER EDUCATION - STUDY AND TEACHING

Shoplifting: A Consumer Concern (Book) sh 82

Shoppers' Guides. See
CONSUMER EDUCATION - SHOPPING

SHOPPING

See also
AUTOMOBILE PURCHASING
CONSUMER EDUCATION
CONSUMERS
FINANCE, PERSONAL

Alice in Consumerland (Kit) pr 3
Basic Buying Skills (Book) jh 4
Be a Smart Shopper (Book) ue 5
The Better Business Bureau Guide to Wise Buying (Book) sh-a 5
Betty Crocker's More for Your Money (Book) sh-a 5
Buy it Right: An Introduction to Consumerism (Book) jh 7
Buyer Beware: A Consumer Awareness Game (Game) jh-sh 8
The Buyer's Handbook: A Guide to Defensive Shopping (Book) sh-a 8
Calculate to Save (Book) sh-a 9
Canadian Consumer (Periodical) 110
Changing Times (Periodical) 110
Choosing What to Buy (Film) pr 102
Comparison Shopping (Kit) jh-sh 15
Comparison Shopping and Caring for Your Personal Possessions (Book) jh-sh 16
Consumer Education: Buyer Be Wise (Kit) ue 21
Consumer Education: Buying Right (Kit) jh-a 21
Consumer Education Part I: How to Shop Wisely (Kit) jh-sh 23
The Consumer Game (Film) jh-a 103
Consumer Reports (Periodical) 110
Consumer Sense (Kit) jh 26
Consumer Skills: Buying for Immediate Use (Film) jh-sh 103
Consumer Survival Kit (Booklets) jh-a 27
Consumers: A Personal Planning Reader (Book) a 27
The Consumer's Book of Hints and Tips (Book) sh-a 27
The Consumer's Catalog of Economy and Ecology (Book) jh-sh 28
Consumers' Research (Periodical) 110
Consumer's World: It's Your Decision (Kit) sh-a 29
Consumertapes Unit I, Unit II (Cassettes) jh-a 29
Herb Denenberg's Smart Shopper's Guide (Book) sh-a 50
Interact, Unit II (Kit) sh-a 57
It Makes Good Cents (Kit) ue-jh 57
Let the Buyer be Aware: Consumer Rights and Responsibilities (Book) sh-a 61
Let the Buyer Beware (Kit) pr-ue 61
Let's Go Shopping (Book) ue-jh 61
Let's Go Shopping (Kit) pr 62
Living Well in Times of Scarcity (Book) pr-a 63
Market Spotlight (Periodical) 111
Money Management Library (Booklets) jh-a 69
More Food For Our Money: Food Planning and Buying (Book) jh 70
More For Your Money: A Young Person's Guide to Earning, Saving, and Spending (Book) jh-sh 70
The New Consumer Survival Kit (Book) jh-a 71
Penny Power (Periodical) 111
Price Watch's Smart Shopper Handbook (Book) jh-a 78
Shop Hop (Game) ue-jh 82
Shopping Sense (Book) jh-sh 82
Shopping Smart: The Only Consumer Guide You'll Ever Need (Book) a 82
Smart Shopping and Consumerism (Book) jh 83
Spend, Spend (Film) ue-jh 107
Supermarket (Kit) pr 85
Supermarket Shopping: A Guide to Grocery Store Services (Kit) jh-sh 85
Supershopping and You: Canadian Guide to Saving Up to 40% on Your Annual Grocery Bill (Book) sh-a 85
Suzie and the Supershopper (Kit) jh-sh 86
To Buy or Not to Buy (Kit) jh-sh 90
Wise and Responsible Consumership (Film) ue-jh 109

Shopping Guides. See
CONSUMER EDUCATION: SHOPPING

SMALL CLAIMS COURT

Small Claims Court Guide for Alberta (Book) sh-a 83

SOCIAL CHANGE

The Game of Future Shock (Game) jh-a 44
Living in the Future: Now (Kit) jh-sh 62

SOCIAL STUDIES - STUDY AND TEACHING

Co-operation and Community Life (Book) tg-ue-jh ... 30
Co-operative Outlooks - Social Studies (Book) tg-sh 30
Teaching Personal Economics in the Social Studies Curriculum (Book) tg-sh 89

Societies, Co-operative. See
CO-OPERATIVE SOCIETIES

Level Page

SOLAR ENERGY

Solar Houses for a Cold Climate (Book) sh-a 83
The Sun Book: Heating From the Sun (Book) sh 85

STANDARDIZATION - CANADA

CSA and the Consumer (Periodical) 110
Standards are for Living (Film) jh-a 107

Stock Brokers. See
BROKERS

STOCK EXCHANGE

See also
BROKERS
INVESTMENTS

Buy Low, Sell High: Anyone Can Make Money the Formula Way (Book) sh-a 7
Market Madness (Game) jh-a 65
The Middleman (Film) sh-a 106
The Securities Industry (Kit) sh 81
Stocks the Funds Trade (Book) sh-a 84
A Teacher's Guide of Stock Market and Investment Games tg-sh 88
The Toronto Stock-Exchange: Teacher's Kit (Kit) sh-a 90
Understanding Wall Street (Book) sh-a 92

Stores, Co-operative. See
CO-OPERATIVE SOCIETIES

STUDENT EMPLOYEMENT

Dozens of Ways to Make Money (Book [illegible]-sh 35
Good Cents: Every Kid's Guide to Making Money (Book) [illegible]-jh 45

SUPERMARKETS

The Consumer and the Supermarket (Film) ue-jh 102
The Consumer Game (Film) jh-a 103
Supermarket (Kit) pr 85

Teenage Consumers. See
YOUTH AS CONSUMERS

Tenants. See
LANDLORD AND TENANT

TELEVISION

The ACT Guide to Children's Television (Book) a 1
Buy, Buy (Film) jh-a 102
Children's Advertising: A Parents' Workshop (Kit) tg-a 13

Level Page

Effects and Functions of Television: Children and Adolescents; A Bibliography of Selected Research Literature, 1970 - 1978 (Book) a 38
Effects of Television Advertising on Consumer Socialization (Booklet) a 38
Go Watch TV: What and How Much Should Children Watch (Book) a 45
Growing Up on Television: The TV Effect (Book) a 46
How to Raise Children in a TV World (Book) a 53
The Plug-in Drug: Television, Children and the Family (Book) a 76
Report on Television Advertising to Children (Book) a 79

TEXTILE INDUSTRY AND FABRICS

Fire, Fabrics and You (Kit) ue-a 41
Label Game (Game) ue-jh 59

Therapeutics. See
DRUGS

TOYS

Choosing Toys for Children: From Birth to Five (Book) jh-a 14
Safe-Toy Environments (Kit) jh-a 81
The Toy Report: A buyer's Guide to Toys (Book) sh-a 90

TRANSPORTATION

Transportation (Cashing in on Consumer Knowledge) (Book) sh-a 91

TRUST COMPANIES - CANADA

The Canadian Trust Industry (Book) sh-a 11

Underwriting. See
INSURANCE

URBANIZATION

Survival Kit Processes and Ideas for Studying the Urban Environment (Kit) tg-jh-sh ... 86
Urbanissimo (Film) jh-a 108

USED CARS

Beating the Used Car Hustle (Book) jh-a 5
Buying a Used Car (Film) sh-a 102
Buying and Operating a Used Car (Kit) jh-sh 8
Canadian Used Car Guide (Book) jh-a 11
Consumer Studies: The Price of Credit (Kit) sh-a 27

	Level	Page
Finding a Good Used Car (Book)	jh	41
Getting a Better Buy in a Used Car (Film)	jh-a	104
How to Buy a Used Car (Book)	jh-sh	52
Lemon-aid (Book)	sh-a	61
Tommy's First Car (Film)	sh-a	108
The Used Car Believer's Book (Book)	sh-a	92
Used Car Dealers: See How They Operate (Kit)	sh	93
Wheels (Kit)	sh-a	96

VALUES

	Level	Page
Consumer Education Curriculum Modules (Books)	jh-a	21
Decisions: A Values Approach to Decision-making (Kit)	jh-sh	33
Decisions: The Simulation Game of Goals, Choices and Values (Game)	ue-jh	34
Developing Values (Kit)	jh	34
Humanus (Game)	sh	54
An Introduction to Value Clarification (Kit)	sh	57
Living in the Future: Now (Kit)	jh-sh	62
Making Value Judgements: Decisions for Today (Book)	jh-sh	63
On Your Own (Film)	jh-sh	106
Toward a Quality of Living (Kit)	ue-sh	90
Value Questionnaires for Consumer Education (Booklet)	jh-sh	93
Values (Game)	pr-jh	93
Values and Teaching: Working with Values in the Classroom (Book)	a	93
Values Clarification (Book)	jh-sh	93
Values Education: A Resource Booklet (Book)	tg-jh-sh ...	94
Values in Conflict: Contemporary Issues in Business and Society (Book)	sh-a	94
Values in Education and Society (Book)	a	94
Values Tech (Book)	jh-a	94

VOCATIONAL GUIDANCE

	Level	Page
The Career Game: A Step-by-Step Guide (Book)	sh-a	12
A Career Planning Guide (Book)	sh-a	12
How to Succeed in the Business of Finding a Job (Book)	sh-a	53
On Your Own (Film)	jh-sh	106
Where Do I Go From Here With My Life? (Book)	tg-sh-a	96

WAGE-PRICE POLICY - CANADA

	Level	Page
The Way Ahead for Canada: A Paperback Referendum (Book)	sh-a	95
Which Way Ahead? Canada After Wage and Price Control (Book)	a	96

WARRANTY

	Level	Page
The Assertive Consumer: Credit and Warranties (Booklets)	a	3
Lost in the Fine Print (Kit)	tg-sh-a	63
Lost in the Fine Print (Videocassette)	sh-a	63
The Marketplace: A Resource Kit for Teaching Consumer Education (Kit)	sh	65

WILLS - ALBERTA

	Level	Page
Wills for Alberta (Book)	sh-a	98

WIND POWER

	Level	Page
The Wind Book: Electric Power from the Wind (Book)	jh-sh	98

WOMEN AS CONSUMERS

	Level	Page
The Female Consumer (Book)	a	40
A Woman's Book of Money: A Guide to Financial Independence (Book)	sh-a	98

WOMEN IN BUSINESS

	Level	Page
Women in Business: A Shocking Waste of Human Resources (Book)	sh-a	98

WOMEN IN CANADA

	Level	Page
The Canadian Woman's Almanac (Book)	sh-a	11
The Canadian Woman's Guide to Money (Book)	sh-a	11
The Law is Not for Women: A Legal Handbook for Women (Book)	sh-a	60
Women in Need: A Sourcebook (Book)	sh-a	98

WOMEN - RIGHTS OF WOMEN

	Level	Page
Perspectives on Women (Study Cards)	sh-a	75

Working Students. See
STUDENT EMPLOYMENT

YOUTH AS CONSUMERS

See also
CONSUMER EDUCATION

	Level	Page
Apartment Hunting (Kit)	jh-sh	3
Acquisition of the Consumer Role by Adolescents (Book)	a	1
Children are Consumers Too: Teacher's Guide (Booklet)	tg-pr	13
Consumerism and the Youth Market (Cassette)	jh-sh	27
Consumer's World: It's Your Decision (Kit)	sh-a	29

	Level	Page
Family Influences on Adolescent Consumer Behaviour (Booklet)	a	40
A Guide to Independent Living (Book)	jh-sh	47
How to Get Started When You Don't Know Where to Begin (Book)	sh	52
How to Leave Home and Make Everybody Like It (Book)	jh-sh	53
How to Survive a Roommate (Book)	sh	54
Landlords and Tenants: Rights and Responsibilities (Videocassette)	sh-a	59
Making it on Your Own (Kit)	jh-sh	63
Managing Your Money (Film)	jh-sh	105
More For Your Money: A Young Person's Guide to Earning, Saving, and Spending (Book)	jh-sh	70
Planning For Your Own Apartment (Book)	jh-sh	76
Preparing to Live on Your Own (Kit)	sh-a	77
Smart Shopping and Consumerism (Book)	jh	83
Survival: A Guide to Living on Your Own (Book)	jh-sh	86
Survival Skills: Living on Your Own (Kit)	sh	86
Welcome to the Real World: A Guide to Making Your First Personal, Financial, and Career Decisions (Book)	jh-sh	95
Youth and the Media Marketing (Kit)	jh-sh	101
The Youth Market (Videorecord)	sh-a	101

PUBLISHERS, PRODUCERS AND SUPPLIERS

ABT Associates Incorporated
Games Central
55 Wheeler Street
Cambridge, Massachusetts 02138
U.S.A.

ACI Productions
Distributed by
Encyclopedia Britannica

A.I.M. Educational Aids
P.O. Box 86704
1230 Sutherland Avenue
North Vancouver, B.C.
V7L 4L2

Academic Press Canada
55 Barber Greene Road
Don Mills, Ontario
M3C 2A1

ACCESS Alberta
Dubbing Centre
Calgary Health Sciences Centre
1611 - 29 Street, N.W.
Calgary, Alberta
T2N 4J8

Addison -Wesley (Canada) Ltd.
P.O. Box 580
36 Prince Andrew Place
Don Mills, Ontario
M3C 2T8

Ad-Tapes Inc.
P.O. Box 66
Palos Verdes Estates, CA 90274
U.S.A.

Alberta Agriculture
Publications Office
9718 - 107 Street
Edmonton, Alberta
T5K 2C8

Alberta Consumer & Corporate Affairs
7th Floor, Capitol Square
10065 Jasper Avenue
Edmonton, Alberta
T5J 3B1

Alberta Education
School Book Branch
10410 - 121 Street
Edmonton, Alberta
T5N 1L2

Alberta Environment
Communications Branch
Oxbridge Place 9820 - 106
Street Edmonton, Alberta
T5K 2J6

Allyn & Bacon Canada Ltd 791
St. Clair Avenue, West
Toronto, Ontario
M6C 1B8

American Bankers Association
1120 Connecticut Avenue, N.W.
Washington, C.D. 20036
U.S.A.

American Council of Life Insurance
Education and Community Services
Health Insurance Institute
1850 - K Street, N.W.
Washington, D.C. 20006
U.S.A.

American Council on Consumer Interests
162 Stanley Hall
University of Missouri
Columbia, Missouri 65201
U.S.A.

American Enterprise Institute
1150 Seventeenth Street, N.W.
Washington, D.C. 20036
U.S.A.

American Home Economics Association
2010 Massachusetts Avenue, N.W.
Washington, D.C. 20036
U.S.A.

Amway Corporation
Distributed by
Educator Supplies Ltd.

Anchor Books
Distributed by Doubleday Canada

Arco Publishing
Distributed by
Prentice-Hall Canada Inc.

Argus Communications
Distributed by
PMB Industries Ltd.

Arkansas Dept. of Education
Environmental Education Office
Little Rock, Arkansas 72201
U.S.A.

Arlington House Publishers
Distributed by
Collier MacMillan Canada
(hard) Distributed by
J.M. Dent and Sons

Association Films
333 Adelaide Street, West
Toronto, Ontario
M5V 1R6

Atlantic Book Ltd.
71 Golf Club Road
Fredericton, N.B.
E3B 5M3

Avon
Distributed by
Avon Books of Canada

Avon Books of Canada
2061 McCowan Road
Suite 210
Scarborough, Ontario
M1S 3Y6

BFA Educational Media
Distributed by
Holt, Rinehart and Winston

Ballantine Books of Canada
5390 Ambler Drive
Mississauga, Ontario
L4W 1Y7

Bantam Books of Canada Inc.
Suite 601
60 St. Claire Avenue, East
Toronto, Ontario
M4T 1N5

Banyan Books
P.O. Box 431160
Miami, Florida 33143
U.S.A.

Barr Films
Distributed by
Gordon Watt Films

Barrdawn Sales Ltd.
2220 Midland Avenue
Administration Park
Unit 75
Scarborough, Ontario
M1P 3E6

Beacon Press
Distributed by
FitzHenry & Whiteside Ltd.

Beatty & Church
68 Sherbourne Street
Toronto, Ontario
M5A 3X7

Beaverbooks
150 Lesmill Road
Don Mills, Ontario
M3B 2T5

Bell & Howell Ltd.
230 Barmac Drive
Weston, Ontario
M9L 2X5

Benefic Press
Distributed by
Scholar's Choice Ltd.

Chas. A. Bennett Co. Inc.
Distributed by
Copp Clark Pitman

Berkley Publishing
Distributed by
Barrdawn Sales Ltd.

Between the Lines
97 Victoria Street N.
Kitchener, Ontario
N2H 5C3

Bobbs Merrill
Distributed by
Gage Publishing Ltd.

Book Centre, Inc.
1140 Beaulac Street
Montreal, Quebec
H4R 1R8

The Book Society of Canada Ltd.
4386 Sheppard Avenue, East
Box 200
Agincourt, Ontario
M1S 3B6

R.R. Bowker Company
1180 Avenue of the Americas
New York, N.Y. 10036
U.S.A.

Bradbury Press
Distributed by
Clarke, Irwin & Co. Ltd.

Brigham Young University Printing
Services
Brigham Young University
Provo, Utah 84602
U.S.A.

B.C. Central Credit Union
P.O. Box 2038
Vancouver, B.C.
V6B 3R9

B.C. Legal Services Commission
200, 744 W Hastings Street
Vancouver, B.C.
V6C 1A5

B.C. Ministry of Consumer & Corporate
Affairs
940 Blanshard Street
Victoria, B.C.
V8V 1X4

Burbank Audio-Visual Media Ltd.
5707 Burleigh Crescent, S.E.
Calgary, Alberta
T2H 1Z7

Burns & MacEachern Ltd.
(C.B.I.P. see Macmillan)
Distributed by Macmillan

Business Publications Inc.
Distributed by
Irwin-Dorsey Limited

Butterick Publishing
Box 4001, Terminal "A"
Toronto, Ontario
M5W 1H9
Also distributed by
Multi-Book and Periodical

CBC Learning Systems
P.O. Box 500, Station "A"
Toronto, Ontario
M5W 1E6

CUNA Mutual Insurance Group
ATTN: Policy Owner Relations Dept.
P.O. Box 391
Madison, Wisconsin 53701
U.S.A.

California Dept. of Consumer Affairs
1020 N. Street
Sacramento, CA 95814
U.S.A.

California State Department of
Education
721 Capitol Mall
Sacramento, CA 95814
U.S.A.

Cambridge Documentary Films
Distributed by Kinetic

Camden House
Distributed by
Firefly Books Ltd.

Canada Advisory Council on the Status
of Women
Box 1541, Station B
Ottawa, Ontario
K1P 5R5

Canada Consumer & Corporate Affairs
Consumer Services Branch
17th Floor, Place du Portage, Phase 1
68 Victoria Street
Hull, Quebec
K1A 0C9

Canada Manpower and Immigration
Distributed by
Supply and Services Canada

Canada Secretary of State Department
Information Services Directorate
Ministry of Solicitor General
Ottawa, Ontario
K1A 0M5

Canadian Advertising Advisory Board
1240 Bay Street, Suite 302
Toronto, Ontario
M5R 2A7

Canadian Council on Social Development
55 Parkdale Avenue
P.O. Box 3505, Postal Station "C"
Ottawa, Ontario
K1Y 4G1

Canadian Education Association
252 Bloor Street, West
Suite S850
Toronto, Ontario
M5S 1V5

The Canadian Life & Health
Insurance Association Inc.
Education Division
44 King Street, West
Toronto, Ontario
M5H 1E9

The Canadian Manufacturing
Association
One Yonge Street
Toronto, Ontario
M5E 1J9

Canadian Radio-Television &
Telecommunications Commission
Distributed by
Supply and Services Canada

Canadian Securities Institute
Box 225, Commerce Court, South
Toronto, Ontario
M5L 1E8

Canadian Standards Association
178 Rexdale Boulevard
Rexdale, Ontario
M9W 1R3

Canadian Toy Testing Council
P.O. Box 6014
Station J
Ottawa, Ontario
K2A 1T1

Cannon Book Distribution Ltd.
Canadian Books and Records
1205 Bathurst Street
Toronto, Ontario
M5R 3H3

Caroline House Pub.
Distributed by Consolidated
Amethyst Communications Inc.

Cenco Canada Ltd.
2200 South Sheridan Way
Mississauga, Ontario
L5J 2M5

Centre for Environmental
Education
1290 Caledonia Road
Montreal, Quebec
H3R 2V8

Centre for Science in the
Public Interest
1755 "S" Street, N.W.
Washington, D.C. 20009
U.S.A.

Centre for Study of Responsive
Law
P.O. Box 19367
Washington, D.C. 20036
U.S.A.

Centre for Teaching International
Relations
University of Denver
Denver, Colorado 80208
U.S.A.

Centron Educational Films
Distributed by International
Tele-Film Enterprises

Changing Times Education Services
Distributed by
Marvin Melnyk Associates Ltd.

Charterhouse Books, Inc.
Distributed by
General Publishing

Child Focus Company
1230 Keats Streets
Manhattan Beach, CA 90266
U.S.A.

Chilton Book Company
Distributed by
Nelson Canada Ltd.

Choice Publications Ltd.
Unit 25, 491 Brimley Road
Scarborough, Ontario
M1J 1A4

Chronicle Books
Distributed by Gage

Clark-Irwin & Company Ltd.
Clarwin House
791 St. Clair Avenue, West
Toronto, Ontario
M6C 1B8

Clearinghouse for Research on
Children's Advertising
Council of Better Business Bureaus,
Inc.
845 Third Avenue
New York, NY 10022
U.S.A.

Clemson University
ATTN: Vocational Education Media
Centre
Clemson, South Carolina 29631
U.S.A.

Coles Publishing Co. Ltd.
90 Ronson Drive
Rexdale, Ontario
M9W 1C1

College of Family and Consumer Studies
University of Guelph
Guelph, Ontario
N1G 2W1

Collier MacMillan Canada Inc.
539 Collier MacMillan Drive
Cambridge, Ontario
N1R 5W9

William Collins Sons & Co. Canada
Ltd.
100 Lesmill Road
Don Mills, Ontario
M3B 2T5

Communications Group West
6335 Homeward Avenue
Suite 204
Hollywood, CA 90028
U.S.A.

Community Legal Education Ontario
111 Queen Street, East
Suite 310
Toronto, Ontario
M5C 1S2

The Conference Board of Canada
Suite 100
25 McArthur Road
Ottawa, Ontario
K1L 6R3

Consolidated Amethyst Communications
Inc.
60 Barbados Blvd.
Unit 6
Scarborough, Ontario
M1J 1K9

Consumer Action League
145 East Kensington Road
North Vancouver, B.C.
V7N 1P2

Consumer Choice Research Program
Distributed by
Canada Consumer & Corporate Affairs

Consumer's Association of Canada
801, 251 Laurier Avenue West
Ottawa, Ontario
K1P 5Z7

Consumer's Association of Canada
Alberta Branch
Box 35
Vermilion, Alberta
T0B 4M0

Consumers' Research, Incorporated
P.O. Box 168
Washington, N.J 07882
U.S.A.

Consumers Union of the United States
Inc.
Educational Services Division
Orangeburg, N.Y. 10962
U.S.A.

Cooperative College of Canada
141 - 105 Street, West
Saskatoon, Saskatchewan
S7N 1N3

Copp Clark Pitman
517 Wellington Street, West
Toronto, Ontario
M5V 1G1

Coronet Instructional Media
Ltd.
200 Steelcase Road, East
Markham, Ontario
L3R 1G2

Crawley Films Ltd.
409 King West
Toronto, Ontario

Credit Management Services
Credit Union National
Association
Box 800
Toronto, Ontario
M8Z 5R2

Credit Union National
Association
Box 800
Toronto, Ontario
M8Z 5R2

Thomas Y. Crowell
Distributed by
FitzHenry and Whiteside Ltd.

Crown Publishers
Distributed by
General Publishing

Cuna Mutual Insurance Society
Credit Union National
Association
Box 800
Toronto, Ontairo
M8Z 5R2

Current Affairs
P.O. Box 398
24 Danbury Road
Wilton, Connecticut 06897
U.S.A.

John Day Co.
Distributed by
FitzHenry & Whiteside Ltd.

Delacorte Press
Distributed by
Doubleday Canada Ltd.

Delisle Productions
40 St. Clair W.
Toronto, Ontario

Delmar Publishers
Distributed by
Van Nostrand Reinhold Ltd.

Delta Pi Epsilon
Gustavus Adolphus College
St. Peter, Minnesota 56082
U.S.A.

J.M. Dent & Sons (Canada) Ltd.
Orders and returns to
Van Nostrand Reinhold Ltd.

Didactic Systems Inc.
P.O. Box 457
Cranford, New Jersey 07016
U.S.A.

Dodd, Mead and Company (Canada) Ltd.
25 Hollinger Road
Toronto, Ontario
M5B 3G2

Dolphin Books
Distributed by Doubleday

Dominie Press Ltd.
345 Nugget Avenue, Unit 15
Agincourt, Ontario
M1S 4J4

Dorset Publications
Distributed by Beatty & Church

Doubleday Canada Ltd.
105 Bond Street
Toronto, Ontario
M5B 1Y3

Douglas and McIntyre Ltd.
1615 Venables Street
Vancouver, B.C.
V5L 2H1

Douglas, David and Charles
Distributed by
Douglas and McIntyre

Dow Jones Books
Distributed by Irwin-Dorsey Inc.

Dow Jones-Irwin Inc.
Distributed by Irwin-Dorsey Inc.

E.M.C. Corporation
Distributed by
Marvin Melnyk Associates Ltd.

E.P. Dutton
Distributed by Clarke-Irwin

Eastern Michigan University
ATTN: Michigan Consumer Education
Centre Library
217-A-University Library
Ypsilanti, Michigan 48197
U.S.A.

Economic Education Association
Harvard Building
401 Harvard Avenue
Claremont, CA 91711
U.S.A.

Edmonton Journal
101 Street and 100 Avenue
Edmonton, Alberta
T5J 2S6

Edmonton Public School Board
Administration Building
10010 - 107 A Avenue
Edmonton, Alberta
T5H 0G8

Edmonton Social Planning Council
10006 - 107 Street
Edmonton, Alberta
T5J 1J2

Education Commission of the States
Suite 300
1860 Lincoln Street
Denver, Colorado 80295
U.S.A.

Educational Design, Inc.
47 West 13th Street
New York, N.Y. 10011
U.S.A.

Educational Diagnostic Services
P.O. Box 347
Valparaiso, Indiana 46383
U.S.A.

Educational Enrichment Materials
(A Company of the New York Times)
Distributed by
A.I.M. Educational Aids

Educational Film Distributors Ltd.
285 Lesmill Road
Don Mills, Ontario
N2G 4H1

Educational Games
Distributed by
Union Printing Co. Ltd.

Educational Ventures Inc.
209 Court Street
Middletown, Connecticut 06457
U.S.A.

Educator Supplies Ltd.
105 Falcon Street
London, Ontario
N5W 5H2

Edu-Game
P.O. Box 1144
Sun Valley, CA 91352
U.S.A.

Edu-Media Ltd.
1 Adam Street
P.O. Box 1240
Kitchener, Ontario
N2G 4H1

Emerson Books
Reynolds Lane
Buchanan, N.Y. 10511
U.S.A.

Encyclopedia Britannica Pub. Ltd.
Britannica Learning Materials
2 Bloor Street West
Suite 1100
Toronto, Ontario
M4W 3J1

Energy Probe
43 Queens Park Crescent East
Toronto, Ontario
M5S 2C3

Enrich, Inc.
Distributed by
Moyer Vico Corporation

Eye Gate House
Distributed by
Cenco Canada Ltd.

Facts on File
Distributed by Methuen

Fairchild Publications Inc.
7E, 12th Street
New York, N.Y. 10003
U.S.A.

Family Pastimes
R.R. 4
Perth, Ontario
K7H 3C6

Fawcett Books
1515 Broadway
New York, NY 10036
U.S.A.

Fearon-Pitman Pub. Inc.
Distributed by
Copp Clark Pitman

Office of Public Information
Federal Reserve Bank of
Minneapolis
250 Marquette Avenue
Minneapolis, Minnesota 55480
U.S.A.

Fenton Action Consumer Team
(FACT)
Fenton High School
1000 West Green Street
Bensenville, Illinois 60106
U.S.A.

Films Incorporated
Distributed by
Visual Education Centre

Filmstrip and Slide Laboratory
P.O. Box 1022
Oakville, Ontario
L6J 1N0

Financial Post Books
A Division of MacLean-Hunter
Ltd.
481 University Avenue
Toronto, Ontario
M5W 1A7

Firefly Books Ltd.
2 Essex Avenue, Unit 5
Thornhill, Ontario
L3T 3Y7

FitzHenry and Whiteside Ltd.
150 Lesmill Road
Don Mills, Ontario
M3B 2T5

Fraser Institute
626 Bute Street
Vancouver, B.C.
V6E 3M1

The Free Press
Distributed by
Collier-MacMillan Canada Ltd.

GLC Publishers Ltd.
115 Nugget Avenue
Agincourt, Ontario
M1S 3R1

Gage Publishing Ltd.
164 Commander Blvd.
Agincourt, Ontario
M1S 3C7

Gale Research Co.
Book Tower
Detroit, Michigan 48226
U.S.A.

General Learning Press
250 James Street
Morristown, N.J. 07960
U.S.A.

General Mills Canada Ltd.
1330 Martin Grove Road
P.O. Box 505
Rexdale, Ontario
M9W 4X4

General Publishing Co. Ltd.
30 Lesmill Road
Don Mills, Ontario
M3B 2T6

Geneva College
ATTN: Dr. Stewart M. Lee
Beaver Falls, Pennsylvania 15010
U.S.A.

Georgia State University
Publishing Services Division
College of Business Administration
University Plaza
Atlanta, Georgia 30303
U.S.A.

Ginn & Company Educational Publications
3771 Victoria Park Avenue
Scarborough, Ontario
M1W 2P9

Glencoe Pub. Co.
Distributed by Collier Macmillan

Globe/Modern Curriculum Press
200 Steelcase Road, East
Markham, Ontario
L3R 1G2

Goodyear Publishing Company
Distributed by
Prentice-Hall Canada Inc.

Gordon Watt Films Inc.
4049 Sheppard Avenue East
Agincourt, Ontario
M1S 1S8

Greey de Pencier Books
59 Front Street East
Toronto, Ontario
M5E 1B3

Grocery Products Manufacturers of
Canada
170 Laurier Avenue West
Ottawa, Canada
K1P 5V5

Grolier Ltd.
16 Overlea Blvd.
Toronto, Ontario
M4H 1A6

Grosset & Dunlop
Distributed by Beaverbooks

Grove Press
Distributed by Random House

Guidance Associates, Inc.
Distributed by Visual Education
Centre

HFC
Money Management Institute
Household Finance Company of Canada
85 Bloor Street, East
Toronto, Ontario
M4W 1B4

Harcourt, Brace, Jovanovich
Distributed by Academic Press Canada

Harper & Row
Distributed by Fitzhenry & Whiteside

Hart Publishing
Distributed by Gage

Hastings House
Distributed by
Copp Clark Pitman and Saunders
of Toronto

C. Richard Hatch Associates Ltd.
Distributed by Hollinger House

D.C. Heath Canada Ltd.
Suite 1600
100 Adelaide Street, West
Toronto, Ontario
M5H 1S9

Heineman Educational Ltd.
48 Charles Street WI
London, England

Hobel-Leiterman Productions
43 Britain Street
Toronto, Ontario

Hodder & Stoughton Ltd.
345 Nugget Avenue
Unit 15
Agincourt, Ontario
M1S 4J4

Holbrook Press
Distributed by Allyn & Bacon

Hollinger House Ltd.
25 Hollinger Road
Toronto, Ontario
M5B 3G2

Holt, Rinehart & Winston of
Canada
55 Horner Avenue
Toronto, Ontario
M8Z 4X6

Houghton Mifflin Canada Ltd.
150 Steelcase Road, West
Markham, Ontario
L3R 1B2

House of Learning Ltd.
P.O. Box 152
Stratford, Ontario
N5A 6T1

Hurtig Publishers
10560 - 105 Street
Edmonton, Alberta
T5H 2W7

IDEA Centre
418 Wardlaw Avenue
Winnipeg, Manitoba

ILEA Media Resource Centre
Inner London Education
Authority
Highbury Station Road,
Islington
London, N1 1SB, England

I.P.I. Publishing Ltd.
Suite 4410
44 Charles Street West
Toronto, Ontario
M4Y 1R8

Illinois Office of the
Superintendent of Public
Instruction
Instructional Services
Springfield, Illinois 62706
U.S.A.

Incentive Publications
Distributed by Atlantic Book
Ltd.

Indiana State University
Vocational Resource Centre
Dept. of Vocational/Technical
Education
Terre Haute, Indiana 47809
U.S.A.

Information Resources Press
Division of Herner & Co.
1700 N. Moore Street
Suite 700
Arlington, VA 22209
U.S.A.

Innovative Education Inc.
Oakland University
College of Education
Rochester, Michigan 48063
U.S.A.

International Simulations Inc.
2147 University Avenue
St. Paul, Minnesota 55114
U.S.A.

Instructo Corporation
Distributed by
Educator Supplies Ltd.

Insurance Bureau of Canada
181 University Avenue
Toronto, Ontario
M5H 3M7

Insurance Information Institute
110 William Street
New York, NY 10038
U.S.A.

Interact
Box 262
Lakeside, CA 92040
U.S.A.

International Entrepreneurs Assoc. Inc.
631 Wilshire Boulevard
Santa Monica, CA 9040[illegible]
U.S.A.

International Self-Counsel Press Ltd.
306 W. 25th Street
North Vancouver, B.C.
V7N 2G1

International Tele-Film Enterprises Ltd.
47 Densley Avenue
Toronto, Ontario
M6M 5A8

Interpretive Education
Distributed by Kahl's Inc.
& Library Sound Services Ltd.

Irwin-Dorsey Ltd.
265 Guelph Street
Georgetown, Ontario
L7G 4B3

January Productions
Distributed by
House of Learning
& School Services of Canada

Janus Book Publishers
Distributed by
Science Research Associates

Joint Council on Economic Education
1212 Avenue of the Americas
New York, N.Y. 10036
U.S.A.

Jonathan - David Co. Inc.
Distributed by
Negev Importing Co. Ltd.

Kahl's Inc.
P.O. Box 126
Kitchener, Ontario
N2G 3W9

Kendall/Hunt Publishing Co.
400 Dundas Street, West Suite 201
Whitby, Ontario
L1N 2M7

Kinetic Film Enterprises Ltd.
781 Gerrard St. East
Toronto, Canada
M4M 1Y5

Kiplinger Washington Editors
Editorial & Executive Office
1729 - H Street, N.W.
Washington, D.C. 20006
U.S.A.

Alfred A. Knopf
Distributed by
Random House of Canada Ltd.

Robert E. Kreiger Pub. Co. Ltd.
Box 542
Huntington, N.Y. 11743
U.S.A.

Learning Concepts Ltd.
84 Ballantyne Avenue
Stratford, Ontario
N5A 3A5

The Learning Seed Co.
145 Brentwood Drive
Palantine, Illinois 60067
U.S.A.

The Learning Tree Ltd.
23 Rangemore Road
Toronto, Ontario
M[illegible] 5H8

Liberty Publishing Company
Distributed by
International Self-Counsel Press Ltd.

Library Sound Services Ltd.
111 Martin Ross Avenue
Downsview, Ontario
M3J 2M1

JB Lippincott Company of
Canada Ltd.
75 Horner Avenue
Toronto, Ontario
M8Z 4X7

Little, Brown & Co. (Canada)
Ltd.
25 Hollinger Road
Toronto, Ontario
M4B 3G2

Liveright Publishing
Corporation
Distributed by Musson Book Co.

Longman Canada Limited
Distributed by
Academic Press Canada

Lorenz Press
501 East Third Street
Dayton, Ohio 45401
U.S.A.

James Lorimer & Co.
3[illegible] Britain Street
Toronto, Ontario
M5A 1R7

Lothrop, Lee and Shepard
Company
Distributed by
Gage Publishing Limited

Lutrer Company Consumer
Products
6539 Fraser Street
Vancouver, B.C.
V5X 3T4

MPC Educational Publishers
Distributed by
Milady Publishers

McClelland & Stewart Ltd.
25 Hollinger Road
Toronto, Ontario
M4B 3G2

Macdonald-Raintree Canada
2020 King Street East
Suite 101
Hamilton, Ontario
L8K 6B9

McDougal, Littel
Distributed by
The Book Society of Canada
Ltd.

McGraw-Hill Ryerson Ltd.
330 Progress Avenue
Scarborough, Ontario
M1P 2Z5

David McKay Company Inc.
Distributed by
General Publishing Co. Ltd.

Maclean-Hunter Ltd.
5th Floor
481 University Avenue
Toronto, Ontario
M5W 1A7

MacMillan of Canada
146 Front Street, West
Suite 685
Toronto, Ontario
M5J 1G5

Magic Lantern Film Distributors
872 Winston Churchill Boulevard
Oakville, Ontario
L6J 4Z2

Manitoba Dept. of Co-operative
 Development
Woodsworth Building, 9th Floor
405 Broadway Avenue
Winnipeg, Manitoba
R3C 3L6

Manitoba Department of Education
1181 Portage Avenue
Winnipeg, Manitoba
R3G 0T3

Manitoba Dept. of Health &
 Community Services
Home Economics Directorate
315 Legislative Building
Winnipeg, Manitoba
R3C 0V8

Manitoba Teachers' Society
191 Harcourt Street
Winnipeg, Manitoba
R3J 3H2

Marketing Science Institute
14 Story Street
Cambridge, Massachusetts 02138
U.S.A.

Marlin Motion Pictures
47 Lakeshore Road East
Mississauga, Ontario
L5G 1C9

Marvin Melnyk Associates Ltd.
Office: P.O. Box 220
 Queenston, Ontario L0S 1L0
Warehouse: 7 Seapark Drive
 St. Catherines, Ontario
 L2M 6S5

Maryland Centre for Public
 Broadcasting
P.O. Box 1975
Owing Mills, Maryland 21117
U.S.A.

Charles E. Merrill (Trade)
 Distributed by
 The Learning Tree Ltd.

Messner, Julian, Inc.
 Distributed by
 Musson Book Company

Methuen Publications
2330 Midland Avenue
Agincourt, Ontario
M1S 1P7

Michigan Consumer Education Centre
College of Education
Eastern Michigan University
Ypsilanti, Michigan 48197
U.S.A.

Middlesex Community Collge
WORC - Community Services
Box T
Bedford, Massachusetts 01730
U.S.A.

Mika Publishing Co.
Box 536
200 Stanley Street
Belleville, Ontario
K8N 5B2

Milady Publishers
3839 White Plains Road
Bronx, N.Y. 10467
U.S.A.

Milestone Publications Ltd.
P.O. Box 6006
Victoria, B.C.
V8P 5L4

Milliken Publishing
 Distributed by
 (Hard) Scholars' Choice Ltd.
 (Paper) Educator Supplies Ltd.

Mississippi State University
Research & Curriculum Unit
Drawer DX
Mississippi State, Mississippi 39762
U.S.A.

Modern Talking Films
1875 Leslie Street
Don Mills, Ontario
M3B 2M6

William Morrow and Company
 Distributed by Gage

Mottiar Enterprises
151 Snowshoe Crescent
Thornhill, Ontario
L3T 4N1

Moyer Vico Corporation
25 Milvan Drive
Weston, Ontario
M9L 1Z1

Multi-Book & Periodical Inc.
4136 South Service Road
Burlington, Ontario
L7L 4X5

Musson Book Co.
30 Lesmill Road
Don Mills, Ontario
M3B 2T6

N.I.E. Services
The Leader-Post Ltd.
1964 Park Street
Regina, Sask.
S4P 3G4

National Association of State
Boards of Education
444 North Capital Street, NW
Washington, D.C. 20001
U.S.A.

National Consumer Finance
 Association
Educational Services Division
1000 - 16th Street NW
Washington, D.C. 20036
U.S.A.

National Consumer Information
 Centre
3005 Georgia Avenue, NW
Washington, D.C. 20001
U.S.A.

National Consumers League
1028 Connecticut Avenue, N.W.
Suite 522
Washington, D.C. 20036
U.S.A.

Negev Importing Co. Ltd.
House of Judaica
3509 - 13 Bathurst Street
Toronto, Ontario
M6A 2C5

Nelson Canada Ltd.
1120 Birchmont Road
Scarborough, Ontario
M1K 5G4

Nelson-Hall
 Distributed by Book Centre
 Inc.

Nevada Department of
 Education
Carson City, Nevada
U.S.A.

New American Library of
 Canada Ltd.
81 Mack Avenue
Scarborough, Ontario
M1L 1M8

New Jersey State Dept. of
 Education
Vo-Tech Curriculum Lab.
 Building
Bldg. 4103-Kilmer
New Brunswick, N.J. 08903
U.S.A.

New Press
30 Lesmill Road
Don Mills, Ontario
M3B 2T6

New Readers Press
Distributed by
Scott, Foresman & Co.

Newsweek Books
Distributed by
Prentice-Hall Canada Inc.

North Carolina State Dept. of
Public Instruction
Division of Mathematics
Raleigh, N.C. 27611
U.S.A.

Odin Press
P.O. Box 536
New York, NY 10021
U.S.A.

Office of Fair Trading, BSI
Circulation & Promotion Section
Publications & Design Services Division
Central Office Information
Hercules Road
London, SE1 7DU England

Ohio State University
Instructional Materials Lab.
Trade & Industrial Education
1885 Neil Avenue
Columbus, Ohio 43210
U.S.A.

Olcott Forward Inc.
Distributed by
School Services of Canada

Omega Films Ltd.
133 Manville Road, Unit 19
Scarborough, Ontario
M1L 4J7

Ontario Association of Credit
Counselling Services
200 Canada Building
Windsor, Ontario
N9A 1A8

Ontario Government Bookstore
880 Bay Street
Toronto, Ontario
M7A 1N8

Ontario Ministry of Consumer &
Commercial Relations
555 Yonge Street
Toronto, Ontario
M7A 2H6

Ontario Ministry of Culture and
Recreation
77 Bloor Street West
Toronto, Ontario
M7A 2R9

Ontario Ministry of Education
Mowat Block, 900 Bay St.
Toronto, Ontario
M7A 1L2

Ontario Secondary School Teacher's
Federation
Professional Development Committee
60 Mobile Drive
Toronto, Ontario
M4A 2P3

Osgoode Hall Law Journal
Osgoode Hall Law School
York University
Downsview, Ontario
M3J 1P3

Oxford University Press
70 Wynford Drive
Don Mills, Ontario
M3C 1J9

P.M.B. Industries Ltd.
1220 Ellesmere Road
Scarborough, Ontario
M1P 2X5

Pagurian Press Ltd.
13 Hazelton Avenue
Toronto, Ontario
M5R 2E1

Palette Productions Ltd.
340 Gerrard E.
Toronto, Ontario

Pantheon Books
Distributed by Random House

Parker Brothers Games
7883 Keele Street
Box 600
Concord, Ontario
L4K 1B7

Pendragon
25[illegible]5 Dunwin Drive
Mississauga, Ontario
L5L 1T2

Penguin Books Canada Ltd.
2801 John St[illegible]
Markham, Ontario
L3R 1B4

J.C. Penney Co. Inc.
1301 Avenue of the Americas
New York, N.Y. 10019
U.S.A.

Pennsylvania Dept. of Education
Box 911
Harrisburg, Pennsylvania 17126
U.S.A.

People's Food Commission
Distributed by
Between the Lines

The Perfection Form Company
Distributed by
Atlantic Book Ltd. &
Kahl's Inc.

Pica Pica Press
Room 450, Athabasca Hall
University of Alberta
Edmonton, Alberta
T6G 2E8

Pitman Publishing
Distributed by
Copp Clark Pitman

Pollution Probe
University of Toronto
43 Queen's Park Cr., East
Toronto, Ontario
M5S 2C3

Prentice-Hall Canada Inc.
1870 Birchmount Road
Scarborough, Ontario
M1P 2J7

Prince Edward Island Dept. of
Provincial Secretary
Box 2000
Charlottetown, P.E.I.
C1A 7N8

Puckerin's Production House
13025 - 149 Street
Edmonton, Alberta
T5L 2J7

G.P. Putman
Distributed by
Academic Press Canada

Pyramid Films
Distributed by
International Tele-Film
Enterprises Ltd.

Queen's Printer
200 Vaughan Street
Winnipeg, Manitoba
R3C 1T5

Raintree Publishers
Distributed by
Macdonald-Raintree Canada

Ramsgate Films
Distributed by International
Tele-Film Enterprises

Rand McNally and Co.
Distributed by
Gage Publishing Ltd.

Random House of Canada Ltd.
5390 Ambler Drive
Mississauga, Ontario
L4W 1Y7

Reader's Digest Association
 (Canada) Ltd.
215 Redfern Avenue
Montreal, Quebec
H3Z 2V9

Reed Books
Addison House, Morgan's Run
Danbury, N.H. 03230
U.S.A.

Relevant Instructional Materials
P.O. Box 744
Stockton, CA 95201
U.S.A.

Reston Publishing Co. Inc.
 Distributed by
 Prentice-Hall Canada Inc.

Frank E. Richards Publishing Co.
P.O. Box 247
Station S
Toronto, Ontario
M5M 4L7

Rider College
Dr. Peter Yacyk
Lawrenceville, N.J. 08648
U.S.A.

Royal Bank
Main Branch
10107 Jasper Avenue
Edmonton, Alberta

Royal Bank of Canada
P.O. Box 6001
Montreal, Quebec

Running Press
 Distributed by
 John Wiley & Sons Canada Ltd.

St. Martin's Press
 Distributed by
 Nelson Canada Ltd.

Doris D. Sarjeant
P.O. Box 58
Hampton, N.B.
E0G 1Z0

Saskatchewan Department of
 Consumer Affairs
1871 Smith St.
Regina, Saskatchewan
S4P 3V7

Saskatchewan Health
Review of Child and Youth Health
3475 Albert Street
Regina, Saskatchewan
S4S 6X6

Saunders of Toronto Ltd.
250 Steelcase Road East
Markham, Ontario
L3R 2S3

K.G. Saur
175 Fifth Avenue
New York, NY 10010
U.S.A.

Warren Schloat Productions
 Distributed by Prentice-Hall

Schocken Books
 Distributed by Book Centre, Inc.

Scholar's Choice, Ltd.
777 Douro Street
Stratford, Ontario
N5A 6T9

Scholastic-TAB Publications Ltd.
123 Newkirk Road
Richmond Hill, Ontario
L4C 3G5

School Services of Canada
66 Portland Street
Toronto, Ontario
M5V 2M8

Science Research Associates
 (Canada) Ltd.
707 Gordon Baker Road
Willowdale, Ontario
M2H 2S6

Scott, Foresman & Co.
 Distributed by
 Gage Publishing Ltd.

Charles Scribner's Sons
 Distributed by
 John Wiley and Sons Canada Ltd.

Sears, Roebuck & Co.
A.V. Department
303 E Ohio Street
Chicago, Ilinois 60611
U.S.A.

Serv-West Distribution Ltd.
8320 Prince Edward Street
Vancouver, B.C.
V5X 3R9

Sheed, Andrews & McMeel
 Distributed by
 Gage Publishing Ltd.

Signet
 Distributed by
 New American Library (Paper)

Simile II
218 Twelfth Street
P.O. Box 910
Del Mar, CA 92014
U.S.A.

Simon & Pierre Publishing Co.
P.O. Box 280
Adelaide Street Post Office
Toronto, Ontario
M5C 2J4

Simon & Schuster
Simon and Schuster Building
Rockefeller Centre
1230 Avenue of the Americas
New York, NY 10020
U.S.A.

Simon & Schuster (Trade)
 Distributed by
 Musson Book Co.

Social Planning Council of
 Metropolitan Toronto
185 Bloor Street East
Toronto, Ontario
M4W 3J3

Social Studies School Service
10,000 Culver Blvd.
Culver City, CA 90230
U.S.A.

Society for Visual Education
 Distributed by
 Moyer Vico Corporation

Southern Illinois University
 Press
P.O. Box 3697
Carbondale, Illinois 62901
U.S.A.

South-Western Publishing Co.
 Distributed by Gage

Sphere Books
 Distributed by
 Nelson Canada Ltd.

Standards Council of Canada
350 Sparks Street
Ottawa, Ontario
K1R 7S8

Strine Publishing Company
P.O. Box 149
York, Pennsylvania 17405
U.S.A.

Student Legal Services of
 Edmonton
114 Law Centre
University of Alberta
111 Street & 89 Avenue
Edmonton, Alberta
T6G 2H5

Supply and Services Canada
Canadian Government Publishing
 Centre
Place du Portage, Phase III
Hull, Quebec
K1A 0S5

TAB Books
 Distributed by
 Scholastic TAB Publications

Teaching Resource Films
Distributed by
A.I.M. Educational Aids
& Ginn and Company

Ten Speed Press
Distributed by Book Centre Inc.

Home Economics Instructional
Materials Centre
Texas Tech University
P.O. Box 4067
Lubbock, Texas 79409
U.S.A.

Charles C. Thomas Publishers
301 - 327 E Lawrence Avenue
Springfield, IL 62717
U.S.A.

Times Books
Distributed by
Fitzhenry and Whiteside Ltd.

Toronto Stock Exchange
Public Information Department
234 Bay Street
Toronto, Ontario
M5J 1R1

Trust Companies Institute of Canada
Distributed by
McGraw-Hill Ryerson Ltd.

Unigraph
1428 Harvard Avenue
Seattle, Washington 98122
U.S.A.

U.S. Department of Agriculture
Washington, D.C. 20250
U.S.A.

U.S. Dept. of Housing and Urban
Development
Distributed by
Pendragon House Ltd.

U.S. Federal Trade Commission
Distributed by
Pendragon House Ltd.

United States Government Printing
Office
Distributed by
Pendragon House Ltd.

U.S. News and World Report Inc.
2300 "N" Street N.W.
Washington, D.C. 20037
U.S.A.

Office of Consumers' Education
Room 5624, ROB-3
U.S. Office of Education
Washington, D.C. 20202
U.S.A.

Union Printing Co. Ltd.
17 W. Washington Street
Athens, Ohio 45701
U.S.A.

Universal Education & Visual Arts
Universal City Studios Inc.
100 Universal City Plaza
Universal City, CA 91608
U.S.A.

Legal Resource Centre
Faculty of Extension
University of Alberta
Edmonton, Alberta

Faculty of Law
University of Calgary
Calgary, Alberta
T2N 1N4

Cooperative Extension Service
College of Agriculture & Natural
Resources
University of Connecticut
Storrs, Connecticut 06268
U.S.A.

University of Guelph
College of Family and Consumer Studies
Guelph, Ontario
N1G 2W1

University of Tennessee
Press 293 Communications Bldg.
Knoxville, Tennessee 37916
U.S.A.

University of Wisconsin Extension
Bureau of Audio-Visual Services
1327 University Avenue
P.O. Box 2093
Madison, Wisconsin 53701
U.S.A.

Van Nostrand Reinhold Ltd.
1410 Birchmount Road
Scarborough, Ontario
M1P 2E7

Virginia Polytechnic Institute
and State University
Co-operative Extension Service
Blacksburg, Virgina 24061
U.S.A.

Vision Films
Distributed by
Magic Lantern Film Distributors

Visual Education Centre
75 Horner Avenue
Toronto, Ontario
M8Z 4X5

Visual Education Consultants Inc.
P.O. Box 52
Madison, Wisconsin 53701
U.S.A.

Vo-Tech Curriculum Lab Building
Bldg. 4103 Kilmer
New Brunswick, N.J. 08903
U.S.A.

Walker & Company
Distributed by Beaverbooks

Cooperative Extension Service
College of Agriculture
Washington State University
Pullman, Washington 99164
U.S.A.

Washtenaw County
Cooperative Extension Service
P.O. Box 645
Ann Arbor, Michigan 48107
U.S.A.

Franklin Watts Inc.
Distributed by Grolier Ltd.

G.R. Welch Company Ltd.
960 Gateway
Burlington, Ontario
L7L 5K7

West Publishing Co.
Box 3526
St. Paul, Minnesota 55165
U.S.A.

Western Publishing Co.
Distributed by
Whitman Golden Ltd.

J. Weston Walch
Distributed by
Atlantic Book Ltd.

Whitman Golden Ltd.
200 Sheldon Drive
Cambridge, Ontario
N1R 5X2

John Wiley & Sons Canada Ltd.
22 Worcester Road
Rexdale, Ontario
M9W 1L1

Wisconsin Dept. of Instruction
126 Langdon Street
Madison, Wisconsin 53702
U.S.A.

The Women's Press
c/o University of Toronto
Press
University of Toronto
5201 Dufferin Street
Downsview, Ontario
M3H 5T8

Word, Inc.
Distributed by
G.R. Welch Company

World Future Society
4916 St. Elmo Avenue
Washington, D.C. 20014
U.S.A.

World Scout Bureau
Director
Programme
C.P. 78
1121 Geneva, Switzerland

Writer's Digest Books
Distributed by
Van Nostrand Reinhold Ltd.

Xerox Education Publications
Distributed by Ginn and Company

Xerox Learning Systems
A Xerox Publishing Co.
One Pickwick Plaza
Greenwich, Connecticut 06830
U.S.A.